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THIS IS BUSTER CRABBE

Hollywood's great cowboy star in a live, full-hour, 5-a-week WOR-tv series gets results . . . at prices any sponsor can afford.

"The Buster Crabbe Show" delivers almost one million commercial impressions per week. A spot announcement reaches 180,640 viewers* per day for only 65c per 1,000.

Audience-winning Buster Crabbe is dynamic on tv. When he tells people to go out and buy, they go out and buy. One Crabbe commercial — and only one — pulled responses totaling $528,000 worth of potential business! (He was selling $8,000 Florida homes.)

No matter what it is cowboy Crabbe can sell it. He has sold for Standard Brands, Schneider Beverages, Paramount Spaghetti, Chuckles Candy . . . to name a few.

This low-cost, sales-tested WOR-tv show is now available for full sponsorship or minute participation.

* October, 1951, Telepulse

WOR-tv channel **9**

high in results . . .
low in cost

21ST year

PROFITABLE PROGRAMMING for YOU

"STUMPUS"

1:30 P M — 2 PM

..AVERAGING OVER 9,000 LETTERS A WEEK FROM ENTHUSIASTIC LISTENERS!

From soft, melodious renditions to gay musical humor, Captain Stubby and the Buccaneers constantly delight Midwest audiences with their STUMPUS comedy and song.

Listener-Confidence and Acceptance Pay Off in Mail—and in Definite Sales Results

WLS STUMPUS continuously produces the one definite proof of listening—*letters from listeners.* This rollicking musical program is averaging 9,000 listener-letters a week (1,500 per program)—and has been doing so for more than three years.

Now aired 1:30-2:00 P.M. Monday thru Friday, 6:30-7:00 P.M. Saturday, it features Captain Stubby and the Buccaneers, one of the top musical groups in the Midwest. The program offers prizes to listeners for tune titles which the musical group cannot play or sing. It's listening fun—typical of the clean wholesome entertainment WLS provides. STUMPUS response is further typical of the way radio's most loyal audience...the substantial folks in Chicago's Midwest...respond to words from WLS and buy WLS-advertised products. Listener loyalty predicates advertising results.

WLS listeners know the products advertised on this powerful participation program will be dependable, for they have followed WLS advice for more than a quarter century. Participation announcements in STUMPUS are available at regular one-minute rates. For rates and availabilities contact your Blair man.

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

KSFO
SAN FRANCISCO

ANNOUNCES WITH PRIDE
THE APPOINTMENT OF

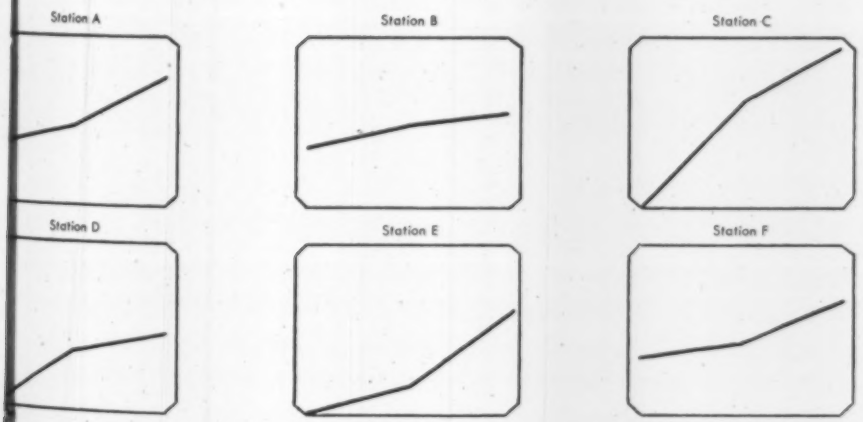
HEADLEY-REED COMPANY

AS

NATIONAL SALES REPRESENTATIVES
EFFECTIVE JANUARY 1ST 1952

OFFICES in
NEW YORK
CHICAGO
ATLANTA
SAN FRANCISCO
PHILADELPHIA
DETROIT
NEW ORLEANS
HOLLYWOOD

Today selling must be more effective than ever if it is to produce the rising sales needed to offset higher costs and higher taxes. If your representation isn't shouldering this load, you'll be interested in the eye-opening results below achieved for its stations by the *present* management of HEADLEY-REED COMPANY since 1949. (Substantiating data are in our files.)



Would you like to see your sales curve in this picture? Contact the HEADLEY-REED office nearest you.

Published every Monday, 53rd and 54th issues (Yearbook Numbers) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Delaware Teachers Participate in National Experiment in TV Art Instruction

One hundred Delaware art teachers made state education history and participated in a national experiment when they watched a special program over WDEL-TV on October 26, during the two-day session of the Delaware State Education Association.

The forty-five minute program was the first in the state and one of the first in the nation in video-teacher instruction. Seated in the library of the Wilmington Harlan School, teachers watched a demonstration of teaching methods to hold the attention of class members and to secure pupil participation in group discussions of art. Miss Helen Parkhurst, Editor of the Child's World Publishing Company of New York, conducted the program from the studios of WDEL-TV.

WDEL-TV facilities are constantly available for educational purposes as well as to all public service agencies.

WDEL-TV

WILMINGTON, DELAWARE

WDEL AM TV FM

Represented by

ROBERT MEEKER *Associates* Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

FCC ON VERGE of full-dress inquiry into broadcasting of horse race results. Procedure to be followed still unsettled, but one course considered possible is "show cause" hearing involving more than dozen stations which have carried or are carrying race results.

SALE OF WINS New York by Crosley to syndicate including Elliott Roosevelt, scheduled for consideration by Crosley-Avco (parent company) board Friday, Dec. 7. Price offered understood to be $520,000 cash. Liberty (McLendon) also understood to have bid with offer of $600,000, of which $100,000 would be cash.

GENERAL MOTORS Corp., Buick Division, Detroit, placing spot announcement campaign in more than 100 markets for three days, Jan. 16 to 19, in addition to network short term buys. Kudner Agency, N. Y., handles account.

WHILE FIGURES aren't disclosed, it's learned that NBC in October enjoyed its biggest month in history from all angles—gross, net before taxes and net after taxes.

TV BUSINESS TIP: Practically all big league clubs are shopping around to find bidders for baseball telecasting rights in 1952 despite oft-heard growlings about effect on gate receipts.

WHILE NARTB's television code is strictly matter for TV Board decision this week, there's talk of supporting document with added approval of Radio Board as well. Association has told its TV members that it's likely only minor changes, if any, will be made from Chicago version.

N. W. AYER & SON, N. Y., will run spot announcement radio campaign in Illinois for Illinois Bell Telephone Co., during Christmas season to ask subscribers to cut down on toll calls and will also place spot campaign starting Dec. 15 through March in that state, for Rubin H. Donnelly Corp., publishers of classified telephone directory.

CROSLEY DIV. of Avco Mfg. Corp., N. Y., expected to pick up sponsorship of every other Monday telecasts of *What's My Name?* on NBC-TV, 8:30-9 p.m., alternating with Spiedel Corp. Benton & Bowles, N. Y., is Crosley agency.

PLAGUED BY constantly increasing backlog of broadcast applications, FCC Broadcast Bureau is seeking means of simplifying its so-called "processing lines." Means of eliminating meaningless factors in considering applications being devised and plans shortly will be submitted to FCC for action, it's understood.

CANADIAN ADVERTISERS can look for rate increase on Canadian network programs, following survey made by Canadian Assn. of Broadcasters and presented to top executives of CBC, showing how little Canadian radio

(Continued on page 6)

MAGAZINES NEXT TARGET OF BAB CAMPAIGN

BAB board of directors Friday approved "aggressive" promotion plans for 1952, including national campaign to sell radio in competition with magazines. BAB in past has promoted radio against newspapers on local level [B•T, Nov. 19]. Details of "comprehensive and complicated" promotion schedule will be divulged Dec. 12 at news conference.

All present officers were re-elected: Edgar Kobak, management consultant and owner of WTWA Thomson, Ga., chairman; William B. Quarton, WMT Cedar Rapids, secretary; Allen M. Woodall, WDAK Columbus, Ga., treasurer. William B. Ryan remains as president, director under his five-year contract.

Directors elected Friday, in addition to officers, were: William J. Beaton, KWKW Pasadena; Kenyon Brown, KWFT Wichita Falls; Gene L. Cagle, KFIZ Ft. Worth; Charles C. Caley, WMBD Peoria; Martin B. Campbell, WFAA Dallas; Robert E. Dunville, WLW Cincinnati; Walter Evans, Westinghouse Radio Stations; Simon Goldman, WJTN Jamestown, N. Y.; George C. Hatch, KALL Salt Lake City; Eugene Katz, Katz Agency; Robert E. Kintner, ABC; William B. McGrath, WHDH Boston; John F. Meagher, KYSN Mankato, Minn.; Howard Meighan, CBS; J. Archie Morton, KJR Seattle; John Patt, Goodwill Stations; H. Preston Peters, Free & Peters; George B. Storer, Fort Industry Co.; Theodore C. Streibert, WOR New York; Robert D. Swezey, WDSU New Orleans; Donald W. Thornburgh, WCAU Philadelphia; Niles Trammell, NBC; Frank White, MBS; Frederic Ziv, Frederic Ziv Co.

GILLETTE BOWL SCHEDULE

GILLETTE SAFETY Razor Co., Boston, for ninth consecutive year sponsoring Sugar Bowl, Rose Bowl and Orange Bowl game broadcasts on New Year's Day. Sugar Bowl will be broadcast on ABC Radio and telecast on WDSU-TV New Orleans, Orange Bowl on CBS Radio and WTVJ (TV) Miami, Rose Bowl game on NBC Radio and NBC-TV. Maxon Inc., N. Y., is agency.

BUSINESS BRIEFLY

FORJOE NAMED ● Metropolitan Network, group of six perimeter stations in Washington, D. C., has named Forjoe & Co. as national representative. Network plans rate increase effective Jan. 1.

ROCKWOOD AGENCY ● Rockwood & Co., Brooklyn (chocolate products), names Young & Rubicam, N. Y., to handle advertising.

FOOD PARTICIPATIONS ● Hotel Bar Foods Inc. (butter) today (Dec. 3) starts New York radio campaign using early morning participations. Agency, Al Paul Lefton, N. Y.

RADIO SOLICITATION ● Petroleum Chemical Inc., Kearny, N. J., planning use of radio in nationwide campaign soliciting mail orders for its products.

JOHNSON DRAMA ● S. C. Johnson & Son, Racine, Wis. (wax), to sponsor *Robert Montgomery Presents* on alternate Mondays, 9:30-10:30 p.m., on NBC-TV when program becomes weekly Jan. 7. American Tobacco (Lucky Strikes) to sponsor other Mondays. Agencies, Needham, Lewis & Brorby, Chicago, for Johnson; BBDO, N. Y., for American Tobacco.

BI-SO-DOL TEST ● Whitehall Pharmacal Co., N. Y. (BiSoDol), placing eight-week spot announcement test in four markets starting in mid-December. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

LEVER BUYS *BIG TOWN* ● Lever Bros. Co., New York (Lifebuoy), on Jan. 2 starts *Big Town* on CBS Radio, Wednesday, 8-8:25 p.m. Network giving program preview broadcasts four preceding Wednesdays while show winds up its current contract on NBC Radio (Tuesday, 10-10:30 p.m.). Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

BLOUSES USE TV ● Susquehanna Waist Co., New York (Ship and Shore blouses), to use TV for first time Dec. 18 when it sponsors for one time only 8:15-8:30 p.m. EST segment of CBS Television *Frank Sinatra Show* as pre-Christmas promotion. Agency: Mervin & Jesse Levine, N. Y.

NBC Stations Reject 'Guarantee' Plan

NBC's AFFILIATES turned thumbs down Friday afternoon on the network's new "guaranteed advertising attention plan" and on its even newer "market basket plan" of merchandised advertising, while approving unanimously its establishment of a merchandising department.

Faced with affiliates' resolution asking for abeyance on new rate plan (early story page 23), NBC President Joseph H. McConnell said he was "quite shocked" and pointed out, though NBC will not close its eyes to new ideas, many months of work have gone into development of basic economic plan and rate formula.

He said NBC will go ahead with "guaranteed advertising attention plan"—under which advertisers are guaranteed to receive 5,300,000 advertising impressions per week at cost of $2.75 per 1000 [B•T, Nov. 19]—since it lies in field of network operations and calls on stations for nothing extra. Affiliates disapproval of "market basket plan" based on assumption they would pay cost of one-minute local cut-ins, and Mr. McConnell said NBC would try to add these cut-in costs to bills of sponsors of these programs. If sponsors won't pay them, he added, NBC will re-examine plan.

In TV, affiliates asked for detailed analysis of cable costs. Mr. McConnell said that for NBC these costs would total $4 million for 1951. In response to affiliates protests against summer hiatus privileges for TV advertisers, he said new hiatus plan is now in preparation.

In answer to another affiliate complaint—which like most protests was re-statement of

(Continued on page 6)

for more AT DEADLINE turn page ➧

NBC STATIONS

(Continued from page 5)

views expressed at "rump" meeting in Chicago in mid-October [B•T, Oct. 22]—NBC disclosed new streamlined plan which, beginning Jan. 1, anticipates paying TV affiliates within 48 hours after monthly bill is submitted.

To be taken under advisement, officials reported, were requests that, so long as it remains sustaining, one-minute periods of new *Today* show be allotted for local sale at 7:30, 8:00 and 8:30 a.m., in addition to 15-second breaks at 7:15, 7:45, 8:15 and 8:45 a.m., and that 15 minutes of same two-hour show be made available for sale locally.

Affiliates also passed resolution urging RCA, NBC and FCC to "take all necessary steps required to make (RCA's) compatible, all-electronic color (television) available to the public at earliest possible date."

Just as affiliates-network meeting adjourned, R. B. Hanna, of WGY Schenectady, told network officials he wanted it made plain that affiliates' opposition to NBC's basic economic plan was directed against idea of tieing radio rates to television. Paul W. Morency, of WTIC Hartford, chairman of All-Industry Affiliates Committee, said BMB data on radio circulation are now three years old and A. C. Neilsen Co. figures employed do not reflect full extent of set ownership within individual homes.

Resolutions adopted by affiliates, aside from one asking more research before executing rate formula, included one commending NBC officials for "leadership and aggressiveness" and re-affirming affiliates' faith in NBC; one praising NBC TV for "outstanding" sports coverage and for scheduling morning and afternoon TV programs; one commending network for progress in integrating hitchhike and cowcatcher commercials into program body, and for expansion of traffic department so that notice of program changes, etc., is communicated more quickly, and one asking for assurance that good taste will be maintained on all TV shows.

On latter suggestion, Mr. McConnell reassured affiliates that NBC is following program of rigid self-discipline. Affiliates also were told that earlier complaint against use of spotlight on performers in TV shows had been satisfactorily resolved, and that NBC officials agree with their view that second or rotating commercial on alternate week shows would be integrated into program.

Affiliates endorsed resolution thanking NBC and others for convention, courtesies, information and "splendid treatment" throughout convention.

Officials said Colorado Springs had been tentatively selected for next year's convention but that large turnout at Boca Raton—more than 450 persons—might make it necessary to seek another site.

Entertainment program included water carnival, program featuring Sid Caesar and Friday night banquet show topped by Dean Martin and Jerry Lewis.

WRITER'S SUIT DISMISSED

SUIT against Milton Berle for $250,000 by writer who claimed he wrote book bearing Milton Berle's name dismissed Friday in New York Supreme Court by Justice Morris Eder.

In this Issue—

NBC affiliates, at Boca Raton convention, request delay in application of new network rate plan pending further research, but network urges adoption by next July 1. *Page 23.* Other news of NBC convention, *Pages 26, 27.*

"Will TV Code Be Adopted This Week?" Some say yes, others no, according to a BROADCASTING • TELECASTING survey. The code's the biggest item on the agenda of the annual NARTB combined boards meetings. *Page 25.*

Gross time sales in October were $14,966,436 for four radio networks *(Page 29)* and $14,469,284 on four TV networks *(Page 73).*

Here's a survey that shows "secondary" radio set listening heretofore unmeasured. See "The Biggest Crowd Isn't in the Parlor." *Page 28.*

The Richards case is closed. Licenses of all three Goodwill stations renewed. *Page 23.*

Foote, Cone & Belding vice president charges networks with responsibility for making Chicago a TV program-origination ghost town. *Page 75.*

FCC slaps WDSU for censoring political candidate's speech, and in policy statement warns that future violations of anti-censorship provisions of federal law will not go unpunished. *Page 29.*

Christmas is coming, and the Yuletide P.I. offers are already deluging broadcasters. *Page 38.*

Summer shouldn't be vacation time for TV advertisers, and CBS Television has figures to prove it. *Page 92.*

New Jordan survey shows that television didn't hurt the 1951 baseball gate. *Page 73.*

FCC Chairman Coy tells Baptists the Commission will carry out plans for a big conference on public service responsibilities of television. *Page 90.*

General Sarnoff gets a patent for an intricate defense warning system. *Page 74.*

Field tests of National Television System Committee's compatible color system begin. *Page 78.*

Two-thirds of the U. S. population are city folks, according to U. S. Census analysis. *Page 32.*

National Assn. of Radio Farm Directors, at annual convention, explores means of serving audience and sponsors. *Page 44.*

Three-day School Broadcast Conference, in Chicago this week, will split sessions between radio and television. *Page 87.*

Upcoming

Dec. 3: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.

Dec. 4-6: School Broadcast Conference, 15th annual meeting, Hotel Sherman, Chicago.

Dec. 5-7: NARTB Board of Directors, Washington.

Dec. 7-9: Television Authority Convention, Park Sheraton Hotel, New York.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

advertising rates have increased since 194 compared to other media, especially newspaper and magazines.

DANCER-FITZGERALD-SAMPLE, N. Y. has recommended television and radio spot announcement schedule to begin in mid-January in about 18 markets for American Chicle Co. N. Y. (Clorets).

BEST FOODS INC., N. Y. (Nucoa), placing five minute TV show featuring comedian Cliff Norton on film, in 40 markets on a spot basis starting Jan. 1. Benton & Bowles, N. Y., is agency.

LIGGETT & MYERS Tobacco Co., N. Y., has picked up option on half of Thursday 9-10 p.m. hour on NBC-TV dropped by Ford Motor Co. cutting *Ford Festival* to half hour. L & M will preview film of *Dragnet* Sunday, Dec. 16 in the *Sound-Off* time, 7-7:30 p.m. on NBC-TV. If successful, *Dragnet* to be placed in Thursday half hour. Radio version currently heard Thursdays 9-9:30 p.m., NBC radio, advertising L & M's Fatimas.

NARTB STARTS PROCEDURE FOR DIRECTORATE VOTING

FORMS for certification of NARTB member station officials authorized to cast ballots in upcoming elections to board of directors were mailed Friday from Washington headquarters, returnable Jan. 1.

Election results to be announced Feb. 22 for directorates in even-numbered districts and one director in each of at-large classifications. Nominating forms to be mailed Jan. 7, returnable Jan. 21. Nominees will be notified Jan. 22 and given chance to withdraw by Jan. 28 or to make choice if individual is nominated for more than one post. Ballots for final elections to be mailed Feb. 1, returnable Feb. 18.

Terms ending with 1952 NARTB convention and coming within balloting procedure include those of William A. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; Richard M. Fairbanks, WIBC Indianapolis, District 8; William B. Quarton, WMT Cedar Rapids, District 10; Jack Todd, KAKE Wichita, District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14; Calvin J. Smith, KFAC Los Angeles, District 16; James D. Shouse, WLW Cincinnati, large stations; A. D. Willard Jr., WGAC Augusta, Ga., medium stations; Patt McDonald, small stations; Michael R. Hanna, WHCU-FM Ithaca, N. Y., FM stations.

Messrs. Quarton, Smith and Shouse have served two consecutive terms and are not eligible to run for re-election, according to NARTB headquarters. Mr. McDonald, elected to board from WHHM Memphis as small-station director-at-large, is now at WNOE New Orleans, in large-station category.

FANS PROTEST 'KUKLA' CUT

STRONG protest over slicing of *Kukla, Fran & Ollie*, NBC-TV feature, from half-hour to 15 minutes received by network's New York and Chicago offices. "Sizable amount" of mail received by NBC but not yet tabulated. Mail mostly critical of change in format, as were couple of hundred phone calls received in New York.

for more AT DEADLINE see page 106

So they don't believe in Hooperatings
as an index on radio listening in the Atlanta market

Well, The PULSE, Inc. shows the same overwhelming audience preference for the programs heard on "The Voice of the South"

Here is a re-cap on The Pulse, Inc., findings for September-October 1951 radio listening:

DAYTIME 6:00 AM - 6:00 PM, Monday - Friday inclusive
QUARTER-HOUR MEASUREMENTS

WSB . . . . . FIRST in 40 periods
Station B. . . . FIRST in 6 periods
Station C. . . . FIRST in 2 periods

EVENING 6:00 PM - 12 Midnight, Monday - Friday inclusive
QUARTER-HOUR MEASUREMENTS

WSB . . . . . FIRST in 22 periods
Station B. . . . FIRST in 2 periods

The method of measuring radio listening preference makes little difference in Atlanta. The answer remains the same:

In any recognized audience survey of Atlanta radio homes, the *dominant first* is WSB.

wsb
The Voice of the South

50,000 watts • 750 kilocycles
Affiliated with The Atlanta Journal and The Atlanta Constitution. Represented by Edw. Petry & Co., Inc.

they say it's a television age, BUT...

WIBC Indiana's *first* and *only* 50 KW radio station has increased its share of nighttime audiences

36.8%

No doubt about it, television has grown rapidly here in Indiana. But WIBC's share of nighttime audiences has done a heap of growing, too!

WIBC's share of this "A-time" audience shows a gain of 36.8% over the comparable period in 1950, according to the latest Hooper (Feb.-April, 1951).

By contrast, all other Indianapolis radio stations showed a drop in percentage of the nighttime audience of the Hoosier capital.

So, before you buy time or television in Indiana, investigate the solid evening lineup of good listening on WIBC . . . the only Indianapolis radio station that gives you an out-of-state "bonus" coverage.

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.

WIBC 1070 KC
The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana
John Blair & Company, National Representatives

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

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TELECASTING Starts on page 71

WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0771* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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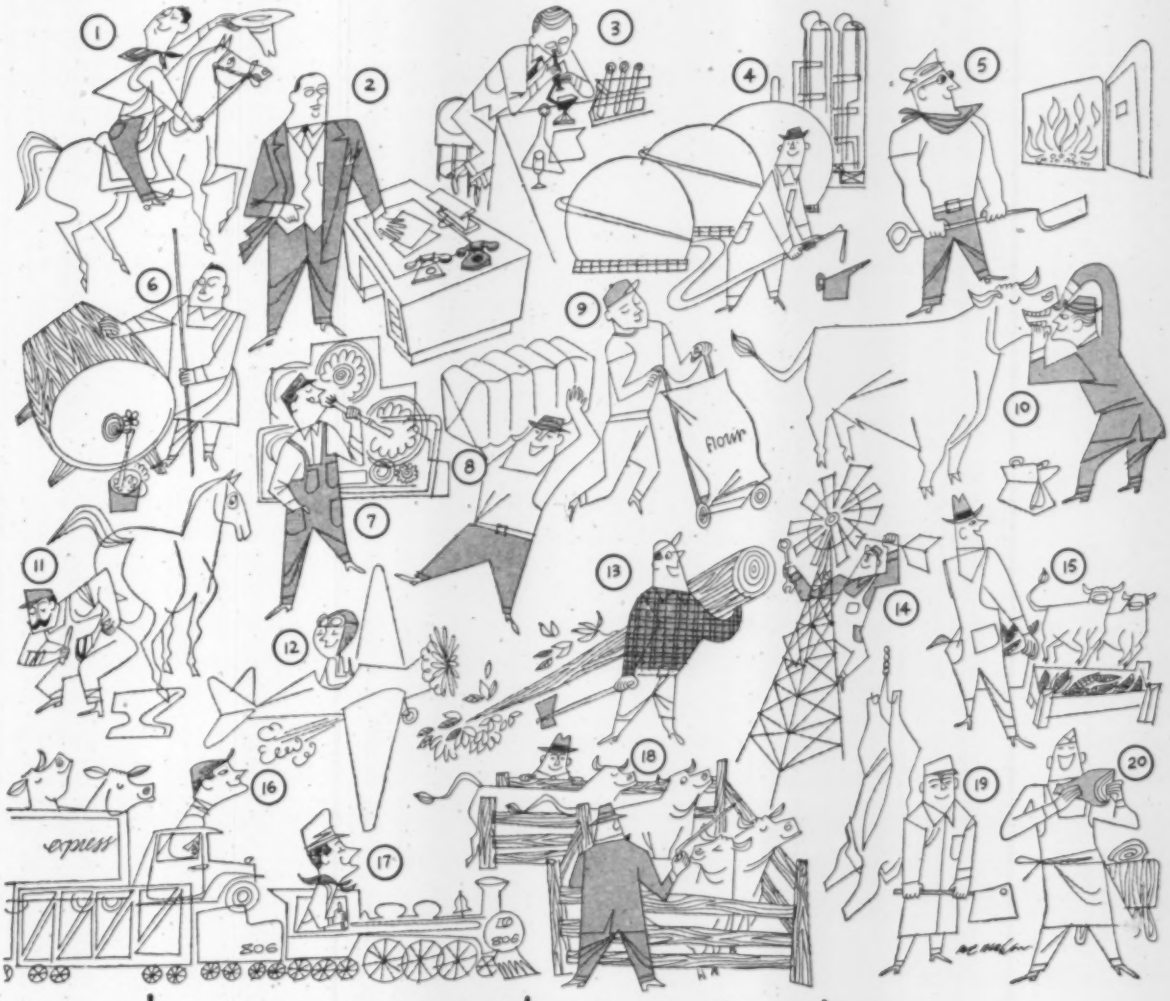
Subscription rates $7.00 for 52 weekly issues; BROADCASTING or TELECASTING Yearbooks $2.00 each additional if ordered with subscription. Add $1.00 per year for Canadian and foreign postage. Single copy 35¢.



How many people does it take to produce a steak?

When you plank the cash on the counter for a slice of sirloin, some of it may represent *your own pay* for the part *you* played in getting that steak to your table.

We'll make ourselves clear.

It takes a lot of people to help produce that steak in this mid-20th-century economy of ours.

The people we've put in the picture above, for instance. And many, many others. Though you may not realize it, some product you, yourself, help make or sell or service may play a part in producing steaks.

1. **The cowboy** or range hand who looks after the cattle.
2. **The banker** who finances land, herd and equipment.
3. **The chemist** who makes insecticides, serums and fertilizers.
4. **The oil refiner** who provides the fuel for the power machinery so many ranchers use.
5. **The steelmaker** who provides a multitude of items, from fencing and branding irons to filing cabinets.

6. **The brewer**
7. **The sugar refiner**
8. **The cotton ginner**
9. **The flour miller**

who furnish some of the by-products used to make the livestock feeds with which ranchers and feeders supplement grass.

10. **The veterinary** who looks after the health of the cattle.
11. **The blacksmith** who shoes the horses and repairs ranch machinery.
12. **The airplane pilot** who sprays ranges and fields, destroying pests.
13. **The lumberman** who provides the wood for corrals and barns and pens.
14. **The windmiller** who makes the machinery that keeps man-made ranch water holes working.
15. **The feeder** who takes lean range cattle and puts about 25% more beef on them by intensive feeding.

16. **The truck driver**
17. **The railroader**

who haul cattle to market and meat to you.

18. **The stockyards man** who provides "room and board" for the livestock, and the **commission man** who is sales agent for the producer.
19. **The meat packer** who processes and distributes the beef.
20. **The retailer** who is the final link between all these people . . . and *you*.

American Meat Institute *Headquarters, Chicago • Members throughout the U. S.*

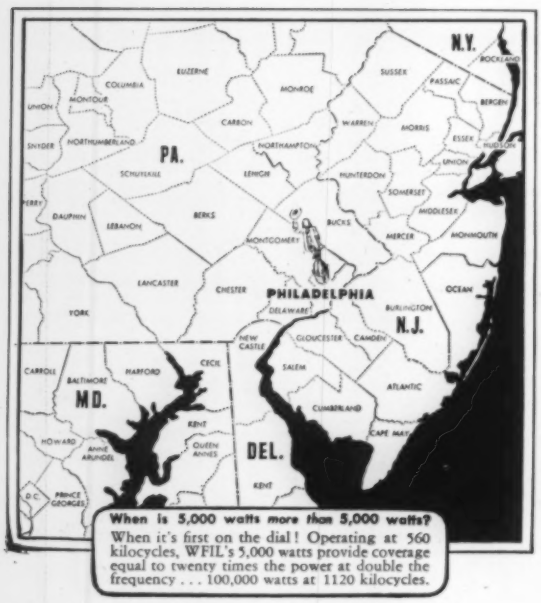
Gateway to NORRISTOWN . . .

WFIL-

JOHN TAGLIEBER, Grocer—Residents from miles around and Norristown's 38,000 citizens buy $10,794,000 worth of assorted edibles each year from 152 food stores like Taglieber's Markets.

ELIZABETH A. MYERS, Housewife—Women like Mrs. Myers prefer to shop near home. Their families purchase nearly $5,000,000 worth of clothes a year in Norristown's 62 busy apparel shops.

HAROLD W. CARE, Pharmacist—WFIL spot announcements help sell a lot of goods in Norristown's 29 drug stores (like Care's Pharmacy) where 11,000 families spend $1,232,000 a year.


N.Y.
PA.
N.J.
MD.
DEL.
PHILADELPHIA
When is 5,000 watts more than 5,000 watts?
When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency . . . 100,000 watts at 1120 kilocycles.

It's Not the Size . . .

Bustling Norristown . . . just a medium-sized city . . . but its effective buying income of $5,083 per family is 14 per cent above the national average, typical of the 1,167,520 radio families in Philadelphia's 14-County Retail Trading Area. You can reach more than three-fourths of Norristown's prosperous homes just as effectively and less expensively on WFIL's 5,000-watt signal as on 50,000 watts. And WFIL outpulls local county stations here, as in 10 of the 14 counties. Schedule WFIL.

. and ALL of America's 3rd Market

adelphia

Memorial Arch, a landmark at nearby Valley Forge.

It's the Selling Power!

You can't judge Norristown's buying power by its population. Nor can you judge WFIL's selling power by its power output. For WFIL's penetrating voice reaches 2 out of 3 radio homes in every corner of America's third largest market. WFIL is a sure thing . . . your best bet to reach *all* of a market whose combined buying power is $6,638,759,000 . . . and far beyond into a tremendous bonus area. Total WFIL coverage: 6,800,000 people with more than $9 billion in purchasing power.

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

E. Christy Erk's

Sphere And Stratosphere

Radio And Video

Radio, conscious of the challenge from television, has lined up Orson Welles in the big battle for listeners. Welles is back on the air early next month in "The Lives of Harry Lime," playing Lime, the "third man." This was Welles' most sensational character you'll recall since he rocked the nation with his b'dcast of H. G. Wells' "War of the Worlds."

The programs, ...ten by Welles and ... him, pick up the ... Lime, internation... and e... fa... not always ... He has ... ham ... Welles ... scription ...

Courier EXPRESS BUFFALO

New Yor...

TV and Radio

Listen, Orson--

By Rex ...

The Pittsbu...

Radio and Television

Orson Welles Gets Set for ...

Series Britain Hears Is Coming over Here

By SI STEINHAUSER

"Once upon a time," with nothing to write about, I typed "One of these days, this guy, Orson Welles, will pull something to stand the world on its ear."

A couple of nights later he did his world-frightening "Man From Mars" stunt. Radio listeners ... was all over." Actu...

Now, however, I ha... vance information ... and his plans. He ... from London where he ... his home that we will ... ing his "Lives of Ha... early in October. As ... stories are written, di... starred in by Orson ... Harry Lime, the "Third ... an arrangement with ... Green. British novelist ... ated "The Third Man."

Lime is an internation... venturer and rogue, who ... how, manages to keep ... right side of the law. ... The transcribed series is ...

Chicago ...

New Radio Show By Orson Welles Moving to U. S.

Hal... "Thi... most ... he roc...

Los Angeles ...

The Seattle Daily Time...

THE BOSTON HE...

CLEVELAND PLAIN ...

The Miami Herald ...

Detro...

newspaper editors applaud!

LANG-WORTH

24 Million Homes "Out of the Woods"

There's enough timber in Canada's forests
to build 24 million homes.
And Canadians are building homes
at an unprecedented rate,
Hundreds of thousands completed in the last few years.
Canadian lumber production
is growing with Canada . . .
the world's fastest growing market.
As Canadian Lumber
goes into new Canadian homes,
so do new products.
And THERE'S the point!
If you're looking for
a bustling, expanding market,
look to Canada!
Some of these new homes
will have double garages,
more will have pianos,
most will have phones, but . . .
nearly ALL will have radios!
In Canada, over 95% of Canadian homes
are *radio* homes!
Radio is the key salesman in Canada . . .
reaches more Canadians, more often
and more economically
than any other sales medium.

"In Canada, you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

agency

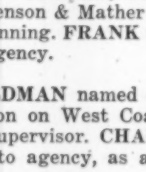
ALLAN COOPER, Foote, Cone & Belding, N. Y., to Hewitt, Ogil Benson & Mather Inc., same city, as director of market and me planning. **FRANK CHIPPERFIELD** continues as media director latter agency.

ED FELDMAN named executive supervisor on all Philip Morris & C production on West Coast for Biow Co. Inc., L. A. **MARY MORRI** named supervisor. **CHARLES DAVIES**, program operations NBC H lywood, to agency, as assistant program supervisor for Philip Morr

NORMAN W. GLENN, network sales department NBC, to Dohert Clifford & Shenfield, N. Y., as executive assistant to media direct

DONAL J. O'BRIEN, Young & Rubicam, N. Y., to Biow Co., N. Y as account executive.

JOHN KEESHAN, J. Walter Thompson, N. Y., to Kenyon & Eckhar N. Y., as Lincoln-Mercury Dealer Assn. regional account executive f eastern region.



on all accounts

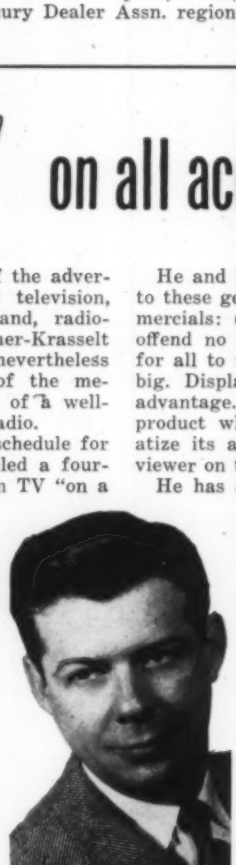
WELL AWARE of the advertising worth of television, Roger W. LeGrand, radio-TV director of Cramer-Krasselt Agency, Milwaukee, nevertheless knows the weakness of the medium and the strength of a well-established opponent, radio.

On a recent limited schedule for a C-K client, radio polled a four-times better result than TV "on a virtual dollar-for-dollar basis." And eight "simple" radio spots in one day brought a 400% greater return than a newspaper ad at comparable cost, he stated.

Mr. LeGrand's TV philosophy started to formulate in 1948, when Milwaukee—a one-station market—was a no-station market. He, and 9,999 others there, owned sets in order to receive Chicago programs.

After three years, he concludes TV "has bred a nation of critics, quick to spot a fluff in a program (and generally excuse it) and quicker still to detect a flimsy commercial and lose interest in the product advertised."

Mr. LeGrand believes a "good number" of TV commercials fall shy of the mark because they are too cute, clever or arty, because they place undue emphasis on phony, unrealistic situations, and because they are insincere and unconvincing.



Mr. LeGRAND

He and his six-man staff adhere to these general rules for TV commercials: (1) Keep it simple. You offend no one by making it easy for all to understand. (2) Show it big. Display the product to best advantage. (3) Demonstrate the product wherever possible. Dramatize its advantages. (4) Sell the viewer on the benefits it will bring.

He has a fresh concept of TV's effect on present users. "The purchaser of a product oftentimes views commercials on that product more carefully *after* he buys. TV spots, loaded with factual information and sell, give him reasons to justify his selection. Factual TV advertising not only makes a salesman out of a present customer, it makes him a repeat purchaser. Since the growth of a business is dependent on holding present customers as well as adding new customers, TV can do more than its share in achieving this goal."

Rog LeGrand, a 35-year-old native of Milwaukee, has worked at Cramer-Krasselt since 1946, serving as director of radio and TV for the past year. The agency, which claims to bill more broadcast business than any other in Milwaukee, has serviced 23 radio-TV clients in the past three years. Mr. LeGrand joined the agency as

beat

SEYMOUR MARGULES, Carstairs Div. of Calvert Distillers Corp., N. Y., to Biow Co., same city, as account executive.

ROY LANG, Gardner Adv., St. Louis, to Leo Burnett Agency, Chicago, as account executive.

JOHN E. SHEPHERD, director of marketing *Esquire* and *Coronet* magazines, appointed director of research and merchandising Fletcher D. Richards Inc., N. Y.

HENRY MADDEN KANE, Kenyon & Eckhardt, N. Y., to Lennen & Mitchell, N. Y., as copywriter.

LUCY BENDER SOKOLE, William Douglas McAdams, Inc., N. Y., rejoins Young & Rubicam, N. Y., as TV copywriter.

HAROLD H. WEBBER, vice president in charge of media and research Foote, Cone & Belding, Chicago, named to board of governors of Central Council, American Assn. of Advertising Agencies, filling unexpired term of **ROLLAND TAYLOR.** Mr. Taylor recently transferred to FC&B's New York office.

J. J. FRANZ Jr., advertising manager Santa Fe Railway Co., Western Div., appointed production director Creamer & Co., Hollywood, Calif.

EUGENE G. NEWMAN, Cunningham & Walsh, N. Y., to Hanly Hicks & Montgomery, same city, in copy department.

JOHN G. BURNETT appointed account executive Rogers & Smith Adv., Dallas. He was with Braniff International Airways, Dallas, and Life Saver Corp., N. Y.

THOMAS L. MARCHANT named radio director Walsh Adv. Co. Ltd., Montreal.

SELIG ALKON, William Filene & Sons, Boston, to Rand Adv. Agency, N. Y., as merchandising director. Mrs. **TOMMI REDMAN,** publicity director, Shappe-Wilkes Inc., N. Y., also to staff of Rand Adv.

DON COLE appointed director of promotion Gardner Adv., St. Louis.

THORPE WRIGHT to William Hart Adler Agency, Chicago, as account executive and member of creative staff.

EDWARD KLEIN, executive vice president Storm & Klein Inc., N. Y., named chairman of advertising division for Federation of Jewish Philanthropies of New York, which is conducting a $20 million campaign in support of 116 medical and welfare institutions.

copywriter and account executive. He handled his first video show in 1948 by writing a half-hour live *Salute to Wisconsin* and its famous industries for the Marine National Exchange Bank. Since then, he's created TV and radio shows and spots for such clients as Rolfs Personal Leather Goods, Charmin tissues, ABC-O-Matic washers, Plankinton meat products, Phoenix hosiery, the Wisconsin Telephone Co. and the Milwaukee Gas Light Co.

Cramer-Krasselt has another singular claim to fame. In the city that beer made famous, it has no brewing account.

Mr. LeGrand entered advertising in 1939 as assistant to the publisher of *Church Property Administration* after graduation from the U. of Wisconsin with a degree in journalism and advertising. At school, he worked in the university bakery, as a publicist in the speech school and as paid executive editor of the *Daily Cardinal.* He is a member of Sigma Delta Chi.

He was assistant advertising manager of Weyenberg Shoes before entering the Navy. From 1943 to 1945 he served as a lieutenant on the staff of the commander of Naval forces for Europe in London, surviving 735 air raids.

In 1944, while on leave, he married the former Ruth J. Harrington of Boston. His primary hobby is his children, Roger Jr., 5½; Kathy, 3½; Mark, 1½, and David, 3 months. Next in personal preferences are television, which he watches avidly, and mystery and western novels.

Mr. LeGrand is a member of the Navy League and the Milwaukee Athletic and Milwaukee Advertising Clubs. He is on the board of governors of the latter. During the past several years he has been active in the Community Chest and Red Cross campaigns, the cancer drive and the 32d Division recruiting campaign.

LACK OF COVERAGE

This particular coverage problem can be fixed in a jiffy with just a tug and a tightening of the safety pin. It's as simple as that.

And your advertising coverage problems in the Middle West can be solved just as easily by making WGN your basic buy. No Chicago station can match WGN's coverage . . . no station reaches as many homes per week.

Get the most for your advertising dollar . . . call your WGN representative for top availabilities.

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 223 Peach Street
Chicago — 307 N. Michigan Avenue • San Francisco — 400 Montgomery Street

Biggest Radio Advertiser in Savannah area Spends 79% of Budget on . . .

WTOC

R. M. Seybold, *Director of Sales*, DERST BAKING COMPANY,* Says—

"Following our policy of the past decade we plan to place again 79% of our Savannah area advertising budget on WTOC.

We have found that in this six station market WTOC is by far the best buy. WTOC reaches more people in this area and thus more people in this area reach for our bread."

* *Largest Independent Bakery in the South*

WTOC

SAVANNAH, GEORGIA

5000 W 1290 KC CBS

Represented by

The Katz Agency, Inc.

feature of the week

THOSE responsible for the operation of WHO Des Moines are wreathed in smiles these days. Well they might, for the station reports itself wreathed with laurels three times—all in one month.

In November, WHO first was cited by the National Assn. of Radio News Directors at its annual convention held Nov. 14 in Chicago. NARND named WHO "the best radio news operation in the United States in 1951."

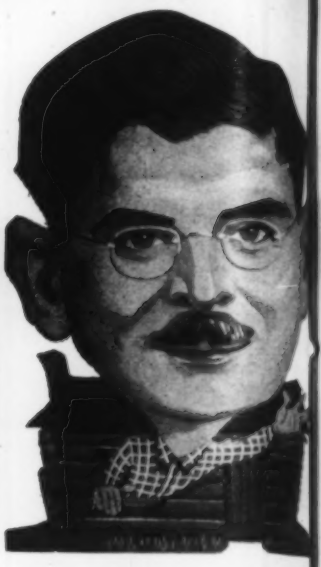
Flicking the star-dust from that award, WHO again found itself lauded during the Nov. 25 meeting of the National Assn. of Radio Farm Directors (see story page 44), when the station was announced as the winner of two coveted awards, given by the Citizens Committee for the Hoover Report and the National Safety Council, respectively.

The three-time winner got its third accolade at the NARFD luncheon meeting that same day. WHO was named one of 14 stations and networks in the country to be honored in the National Safety Council awards (also in NARFD story). This award mentioned the station "for exceptional safety in farm safety," and the safety council added that the station had the "longest record of achievement in farm safety of any station."

The latter safety award was old news at WHO, which has won it five times during the six years it has been presented.

WHO News Bureau Manager Jack Shelley (r) receives Medill School of Journalism trophy from Baskett Mosse, chairman of NARND's judges, at news directors' meeting.

* * *



Ludlam's Lodg

Do you want to know whethe you can take a dog into Canad on a hunting trip? Or the co of a hunting license in Ohio? O how to cook blowfish?

Or do you want to know how t sell more fishing tackle an hunting equipment, or beer, c potato chips, or soft drinks?

If you have a product which ap peals to the outdoorsman, youn or old, man or woman, "Lud lam's Lodge" can answer thes questions.

In the 5-5:30 p.m. Saturday spo on WRC for over a year, "Lud lam's Lodge" is now available t national advertisers. Kenned Ludlam solves problems in th field of outdoor sports for all h listeners. He's also the man wh can solve **your** selling problem in the Washington market—a why not call your nearest NB Spot Sales office **now** for detail

FIRST in WASHINGTO

WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

strictly business

CHARLES ZURHORST

"THE GRAND and glorious mistake made in industrial radio advertising is that most companies try to bludgeon their policies down the public's throat," says Charles Zurhorst, who has been in, around, and with radio for the past 14 years.

The director of special projects for the Oil Industry Information Committee of the American Petroleum Institute has three suggestions for industrial associations producing programs for local sponsors: First, radio should be looked at as a continuous, not a one-shot, effort. Putting a message across, Mr. Zurhorst says, "is a matter of plug, plug, plug—that's why Lucky Strike doesn't have only one show a year."

Serving as a dollar-a-year radio consultant to the Treasury Dept. during the war, Mr. Zurhorst learned the value of established audiences through radio participation in war bond drives. A 30-second spot on an established program—such as the *Bop Hope Show* —sold more bonds than a full half-hour broadcast sponsored exclusively by the Treasury Dept.

Industrial organizations which cannot participate in radio continuously by themselves might utilize already-established audiences with spot participation in programs regularly sponsored by member companies, he points out. His second suggestion is that after a radio campaign has been drafted by association members, experts within their own industry, actual production — especially script-writing—should be turned over to professionals who can package the

(Continued on page 96)

And in time for Christmas, too!

★ This free offer may never be repeated!

Now You Can Have -Absolutely Free- A Bag of Colored Popcorn!

THIS ISN'T a bag of ordinary popcorn. It's as different from ordinary popcorn as color is from black and white. We first thought of saving this idea for the time when radio waves would be available in color but decided what the hell this is too good to postpone. All our friends in the radio business deserve it right now.

This popcorn not only pops, but it pops in color. (Whoa, that's not quite right. It pops white, but the kernels are green, blue, red, orange, tan, purple and yellow.) Think what an impression you can make on your friends! Think how the kiddies will adore you! Think what a damn fool stunt this is, offering colored popcorn just because we happen to be a radio station in the corn country. Why do we do it? Once you pop it and eat it, what have you got? Will you remember where it came from? Will it make you put WMT on your next schedule? Will it get you a raise?

We don't know. But we do know this—the first 50,000* requests we get for colored popcorn we'll take care of—no strings attached. (You'll have to string it yourself if you expect to decorate any Christmas trees.)

Mail the coupon today.

Merry Christmas.

WMT

Cedar Rapids

5000 watts, 600 kc

Basic CBS Radio Network

Represented nationally by The Katz Agency

WMT, Cedar Rapids, Iowa

Send me the corn, I can go along with a gag.

Name .....

Firm .....

Street Address .....

City ..... Zone ..... State .....

If we get 50,000 requests from Broadcasting's 15,768 circulation, we'll never tell Sol Taishoff. Think what that would do to his rate structure!

new business

Spot . . .

BROCKLES FOOD Co., Dallas (salad dressings), appointed Grant Adv. Dallas, for a regional campaign. Radio spots in key markets of Texas and Oklahoma are planned. Schedule of stations is being completed.

GENERAL MOTORS, Detroit (Buick Div.), currently buying short term contracts for week of Jan. 13-18 for number of network shows. Contract has already been signed with MBS for sponsorship either of *Fulton Lewis jr.* or *Mutual Newsreel* (whichever show can be cleared during that week). Advertiser also is negotiating with NBC for Operation Tandem and CBS Radio for its short-term network shows. Agency: Kudner Agency, N. Y.

ADAM HATS (Canada) Ltd., Long Branch, Ont., starts pre-Christmas spot announcement campaign on six Canadian major market stations. Agency: J. M. Bingham Agency, Toronto.

Network . . .

STERLING DRUG Inc., N. Y., to sponsor *The John J. Anthony Hour*, series of broadcasts in which anonymous listeners bring personal problems to Mr. Anthony for advice and guidance on Mutual Sun., Dec. 2, 9:30-10 p.m. EST. Four problems per broadcast have been scheduled for weekly series. Agency: Dancer-Fitzgerald-Sample, same city.

PONTIAC MOTORS, Div. of General Motors Corp., Detroit, sponsored *Kukla, Fran & Ollie* on one-time basis Nov. 30. Pontiac's one-time sponsorship of show on 35-station TV network is part of company's 1952 advertising campaign to announce new line of cars. Agency: MacManus, John & Adams, Detroit.

FRED W. AMEND Co., Danville, Ill. (Chuckles), expands its ABC-TV *Hail the Champ*, Sat., 5:30-6 p.m. CST, from three stations to 13 fr... Dec. 22. Agency: Henri, Hurst & McDonald, Chicago.

KRAFT FOODS, Chicago, renews *Kraft Television Theatre* on NB... TV, Wed., 8-9 p.m. CST, for 52 weeks from Jan. 2. Agency: J. W... ter Thompson, same city.

QUAKER OATS, Chicago, renews *The Gabby Hayes Show*, Mon.-Fr... 4:15-4:30 p.m. CST on NBC-TV for 52 weeks from Dec. 10. Agency: Sherman-Marquette, same city.

Agency Appointments . . .

HOFFMAN RADIO Corp., L. A., names Foote, Cone & Belding, L. A... Expanded promotion planned for firm's Hoffman Easy-Vision televisi... sets for 1952. Firm's advertising budget is over $1,000,000.

DUVAL MANOR, Germantown, Pa. (apartment house), appoi... Weightman Inc., Phila. Radio and TV will be used.

VITAMIN CORP. OF AMERICA, N. Y. (Rybutol, Juvenal and Vyoni... which was resigned last week by Harry B. Cohen Agency, N. Y. [Bo... Nov. 26], names Duane Jones Co., N. Y., effective Dec. 1.

FELTON-SIBLEY PAINT Co., Phila., appoints Lamb & Keen Inc., sam... city.

ALLEN PRODUCTS Co., Allentown, Pa., (Al-Po, all meat dog and ca... food), appoints Weightman Inc., Phila. Radio and TV will be use... regionally.

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismal, Amolin... Norforms & other products), names National Export Adv. Service Inc., N. Y.

Adpeople . . .

PAUL HUTH, manager of media department Procter & Gamble, Cincinnati, named director of media. In his new post he will be responsible for purchase of space and time for all of company's printed word, radio and TV advertising.

CENTRAL OHIO HAS A BIG APPETITE FOR FOOD!

and WBNS, Columbus is first with listeners and advertisers

Healthy appetites call for big food orders. And last year, Central Ohioans consumed $223,633,000* worth of food! Why not sell your brand via WBNS? Latest Hooperatings show that WBNS has more Central Ohio listeners than any other station. That's why WBNS is first choice with advertisers, too. Write us for latest ratings or ask your John Blair representative. Then watch your sales figures grow fat when you sell through WBNS.

* Source: 1951 SM Survey of Buying Power

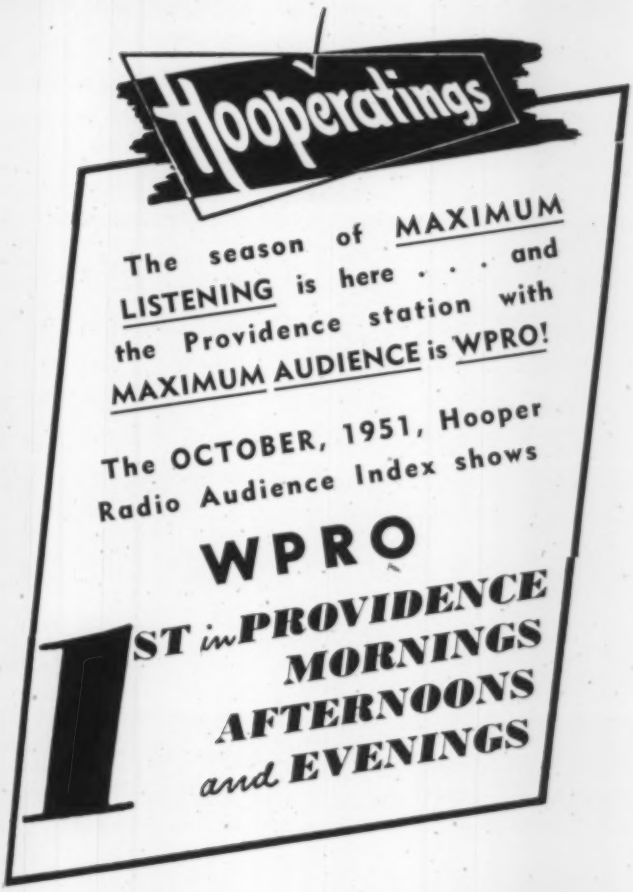
CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM

Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

more New Englanders listen to WPRO than any other Rhode Island station


Hooperatings
The season of MAXIMUM LISTENING is here . . . and the Providence station with MAXIMUM AUDIENCE is WPRO!
The OCTOBER, 1951, Hooper Radio Audience Index shows
WPRO
1ST in PROVIDENCE
MORNINGS
AFTERNOONS
and EVENINGS

TOP Ratings! Top Share of Audience! Sure! But, equally important to the buyer of radio are *COVERAGE* and *AUDIENCE* characteristics. So, advertisers looking for *RESULTS* buy WPRO because they want and get ratings *PLUS:*

- **COVERAGE—5000 watts (*full time*) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the important Fall River-New Bedford, Mass., marketing area with a signal greater than 2 millivolts.**

- **AUDIENCE— an attentive, active audience to which WPRO beams a *balanced* schedule of topflight programs . . . programs designed for PRIMARY listening attention. Important because . . . listeners who LISTEN, are buyers who BUY!**

TO REACH THE MOST BUYERS, BUY BASIC.. CBS ..WPRO AM & FM

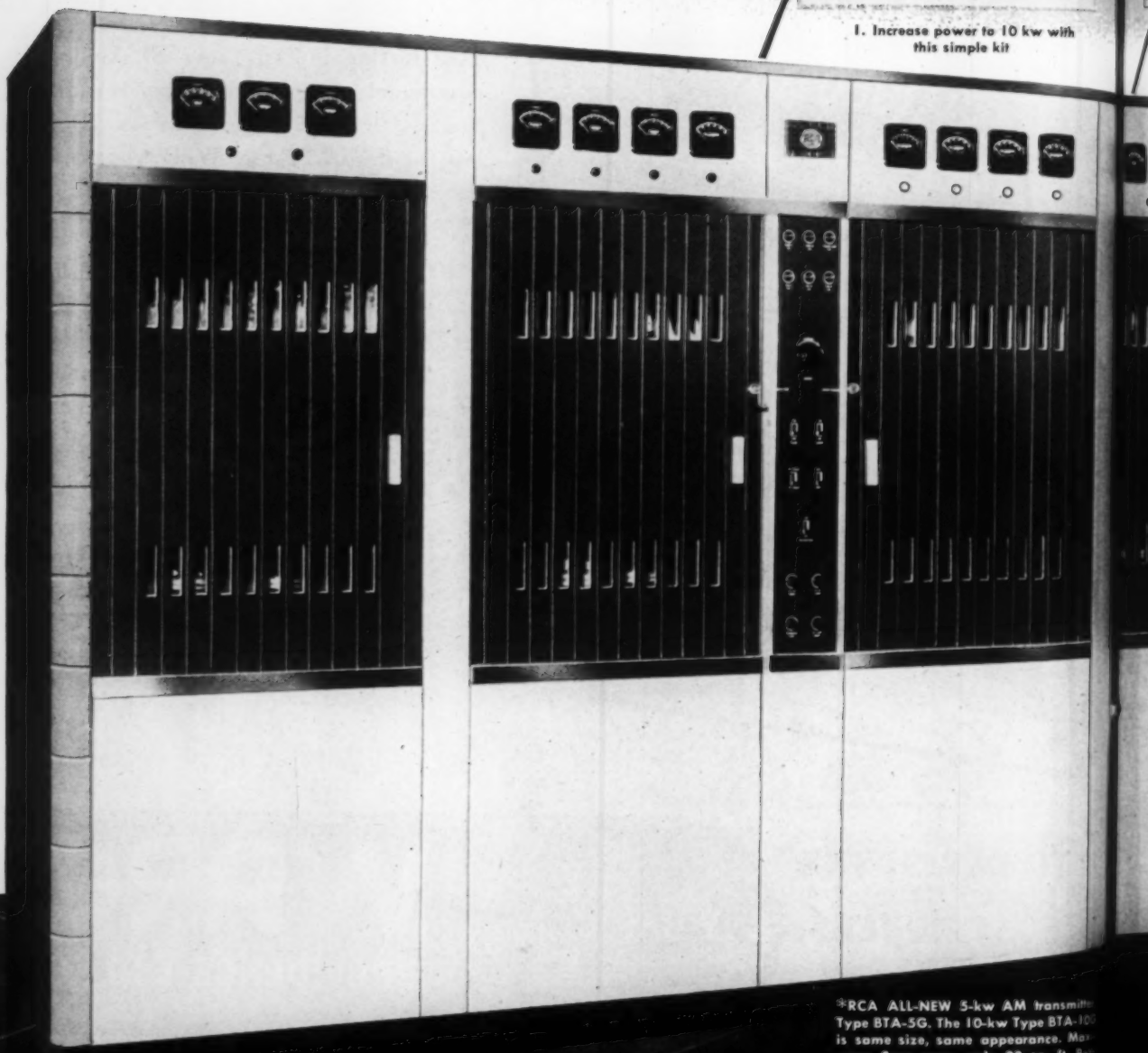
PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

Completely NEW 5-kw AM...*

New small size

1. Increase power to 10 kw with this simple kit

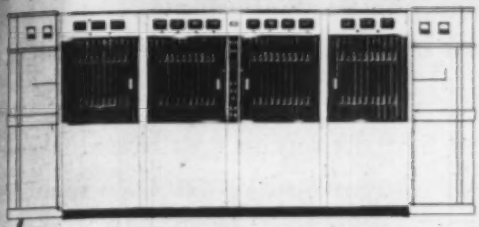


*RCA ALL-NEW 5-kw AM transmitter Type BTA-5G. The 10-kw Type BTA-10G is same size, same appearance. Maximum floor area, only 33 sq. ft. Both transmitters are completely air-cooled

XUM

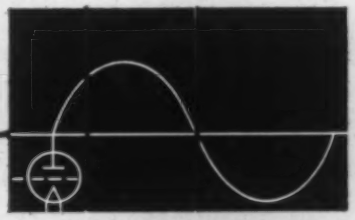
...with a "10-kw" future!

...New operating convenience · New operating economy



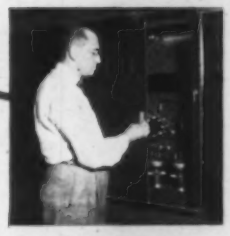
2. Up to 40% less floor area than previous "5 kw's"

3. Power tube costs reduced



4. 1/60th second arc-back protection

5. Lower power bills



6. Sliding doors—front and rear

Just read these exclusive features . . .

1. It is a 5-kw AM transmitter you can increase to 10 kw—easily—inexpensively—quickly. No lost air time for conversion. One simple kit makes it easy to increase power overnight. (Yes, you can buy this transmitter ready-built for 10 kw, too).

2. It requires less "operating" floor space than other 5 kw's—saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.

3. It's the ONLY "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762—costing less than half that of power types in most "5 kw's".

4. It's the ONLY "5 kw" with "split-cycle" overload and voltage protection—using thyratron-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.

5. It holds power bills to the LOWEST in the "5-kw" field—through smaller power tubes, fewer stages, fewer tubes (only 24 tubes and 8 different types).

6. It's the ONLY "5 kw" with horizontally-sliding doors *front* and *back*. Benefits:

   √ Saves over 60 square feet of floor area
   √ Provides more elbow room for operator
   √ Makes it easier to get at transmitter

For all the facts about this basically new transmitter . . . newest of nearly three hundred RCA "5-kw's" now on the air . . . call your RCA Sales Representative.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

XUM

Everybody's trying to stretch that advertising dollar these days, trying to make each one do double duty. In Baltimore, it's easy. You just buy WITH, the BIG independent with the BIG audience.

WITH is the biggest bargain buy in Baltimore. Week in, week out—year in, year out, WITH delivers more listeners-per-dollar than any other radio or TV station in town.

Here's proof: *WITH carries the advertising of more than twice as many retail merchants as any other station in town!* For just one good reason — WITH produces *low-cost results!* Get your Headley-Reed man to give you the whole story today.

THE RESULTS STATION **WITH**

BALTIMORE, MARYLAND

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED

BROADCASTING

VOL. 41, No. 23 DECEMBER 3, 1951

AFFILIATES SEEK DELAY

NBC Urges July 1 Plan Adoption

By RUFUS CRATER

NBC'S RADIO affiliates capped the network's Silver Anniversary Convention at Boca Raton, Fla., last week by voting 72-to-22 to ask the network to delay its controversial new rate formula until "present day radio values" can be researched anew.

The affiliates' action on the only really stormy issue of the network's fifth annual convention came just before noon Friday in overtime deliberations which had started—and, according to NBC's timetable, had been scheduled for completion — Thursday afternoon. The meeting was still in session Friday afternoon (for later developments see AT DEADLINE, page 5).

Despite the affiliates' stand on the economic plan, it was apparent before hand that NBC was prepared to hold the line—or in any event to hold fast to the plan's broad features but perhaps make concessions on subsidiary points. Affiliates in most of the markets which NBC regards as essential, it was learned, already had given their approval.

July 1 had been set as the date for putting the new network rates of the affiliates into effect.

Fundamental issues among the affiliates, it was known, are (1) the rate formula, which is based on radio circulation market-by-market but gives effect to TV penetration and (2) the network's bid for an additional hour of daytime option time, to bring NBC abreast of CBS and ABC in this respect.

The affiliates meeting followed a day and a half of formal presentations by NBC officialdom in which it was made clear that NBC intends to make money any way it rightfully can.

McConnell Speaks

President Joseph H. McConnell told the opening session that NBC radio expects to make half a million dollars this year but to lose a million in "rebuilding" the network.

The plans, as detailed by top officials, include strong programming, strong merchandising — on which NBC expects to spend half a million dollars next year, starting with radio merchandising and moving then into TV (also see story page 27)—and strong selling.

The network's slogan for 1952 was put in these words by John K. Herbert, vice president and director of radio sales: "Time, plus talent, plus merchandising equals increased sales."

His "Market Basket" plan of radio advertising—a Tandem type sponsorship series tieing in with local merchandising—was detailed to the affiliates, along with NBC's new Guaranteed Advertising Attention Plan. It was also disclosed that the "Minute Man" programs to be offered to stations on a pay-as-you-sell basis, will be available within two weeks and will consist of *Kate Smith Show*, 12:15-12:45 p.m. daily; *Ralph Edwards Show*, 2-2:30 p.m. daily; *Howdy Doody*, 8:30-9:30 a.m. Saturday; *Bill Stern Show*, 6:30-6:45 p.m.; *H. V. Kaltenborn News*, 6:15-6:30 p.m. Saturday; *Texas Rangers*, 6-6:30 p.m., Sunday, and *Dangerous Assignment*, 10:30-11 p.m. Monday.

Morning Expansion

In television the affiliates were told plans include an expansion of morning programming by 25 hours a week; a new "magazine concept" of advertising; a major station break series of promotion pieces; extensive new research; "flying boxcars" and other versions of airborne TV, and a robot-like remotely controlled camera. Additionally, President McConnell predicted that by 1955 TV will be a billion dollar advertising medium.

Mr. McConnell made clear in his keynote address that NBC plans to go ahead with its basic economic program. And if it succeeds, he said NBC Radio will make money in 1953. NBC's financial sacrifices in establishing its TV network,

(Continued on page 26)

TEXT of the affiliates' resolution, which was said to have drawn the support of clear channel and regional as well as local stations in the voting (four stations abstained in the balloting) is as follows:

Whereas, the affiliates join with NBC in the confidence they have expressed in the continuing effectiveness of radio, and with that in view recognize the importance of a sound reappraisal of the rate structure of network radio, and commend NBC for its initiative and leadership in undertaking studies in that field, and

Whereas, the affiliates have examined the fundamental aspects of the NBC economic plan, and

Whereas, radio values are dependent solely upon the effectiveness of radio itself, the measurement of which involves many complex and highly variable factors,

Therefore be it resolved that the affiliates be given an opportunity to develop immediately with NBC further pertinent data essential to the determination of present-day radio values and the affiliates pledge themselves to financially support such research;

Be it further resolved that pending the completion of this research, the adoption of new rate formula be held in abeyance.

RICHARDS' RENEWALS

FCC Ends Long Case

THREE-YEAR-OLD Richards case came to an end last week when the FCC accepted the assurances of Mrs. G. A. Richards that the three Goodwill Stations would operate in accordance with a code of principles that eschew the broadcasting of slanted and biased news.

In its order the Commission granted the license renewals of stations WJR Detroit, WGAR Cleveland and KMPC Los Angeles and also approved the transfer of control of the three stations to Mrs. Richards.

The celebrated case — which brought charges of political persecution from some members of Congress and countercharges of attempts to whitewash from other Congressmen—ended with the FCC accepting Hearing Examiner James D. Cunningham's initial decision recommending dismissal of the case on the ground that the death of Mr. Richards last May rendered the issues moot [B•T, June 18].

Decision was made by the entire Commission, with only Comr. Paul A. Walker dissenting. Chairman Wayne Coy and Comr. Frieda B. Hennock issued a joint concurring opinion.

The Commission's decision referred to Mrs. Richards' responses to its inquiry last September [B•T, Sept. 24] as constituting "a rejection of the alleged practices and policies which led to the institution of the renewal proceedings and a positive representation, upon which we rely, that the alleged practices and policies of the type under inquiry in the renewal proceedings will not occur in the future."

Coy, Hennock Disapprove

Comrs. Coy and Hennock, in their joint concurring opinion, expressed their disapproval of the alleged news slanting and bias and emphasized that they voted to terminate the procedings "in reliance upon Mrs. Richards' repudiation of the conduct under inquiry . . . and her representation that it would not occur in the operation of the stations under her control."

Comr. Walker's dissent was based on the ground that the hearing examiner exceeded his authority by recommending dismissal. Comr. Walker felt the examiner should have made findings of facts and conclusions and the Commission should have judged whether Mr. Richards' death eliminated the charges and therefore left no question of his conduct as a licensee to be determined.

Ever since Mr. Richards died and Examiner Cunningham recommended dismissal of the case, FCC General Counsel Benedict P. Cottone and Broadcast Bureau Chief Curtis B. Plummer have fought against ending the case without a finding on the testimony of the 290 witnesses during the 113 days of the hearing. The Commission, apparently, thought otherwise when it accepted as final the examiner's initial decision.

The Richards hearing filled 18,-

(Continued on page 104)

B-M NAMES THREE

Van Nostrand Appointed

BRISTOL-MYERS Co., products division, New York, last week announced changes in advertising personnel with Richard K. Van Nostrand, advertising department of Borden Co., New York, being named advertising manager on the Vitalis, Vitalis Hair Cream and Sal Hepatica accounts.

Other appointments were: Walter P. Lantz, manager of advertising department, as executive assistant to Robert B. Brown, division president; and Lee H. Bristol Jr. was appointed assistant advertising manager in charge of advertising on Ammens Medicated Powder, Minit-Rub and Trushay accounts.

RCA VICTOR

Regional Shifts Announced

TWO regional appointments were announced last week in Camden, N. J., by RCA Victor. W. L. Rothenberger was named manager of the eastern region. A new region, to be known as the northeastern region, also was delineated with R. M. MacRae as manager.

Mr. Rothenberger succeeds J. R. Little Jr., who resigned to accept the presidency of a West Coast dairy firm. An RCA veteran of

Mr. Rothenberger Mr. MacRae

30 years' continuous service, Mr. Rothenberger has been serving as manager of sales operations for the RCA Tube Dept. Mr. MacRae, prior to his new appointment, had been assistant manager of the eastern region. He joined RCA in 1945 after being detached from the Army.

Town Hall, ABC Renew

TOWN HALL INC., New York, and ABC have signed 52-week renewal contract effective first of the year for *America's Town Meeting of the Air*, heard on the network Tuesday, 9-9:45 p.m. EST. Program—heard on 220 network stations—is offered on co-op basis and sponsored locally on approximately 50 of those stations. Amalgamated Clothing Workers of America, New York, through Ben Sackheim Co., same city, sponsors program over WJZ New York and WMAL Washington.

Sugar Bowl on ABC

GILLETTE Safety Razor Co., Boston, will sponsor broadcast of the New Year's Day Sugar Bowl football game on the ABC Radio network. Agency is Maxon Inc., New York.

HEARST RADIO REVAMP

Top Posts Shifted

REVAMP of top posts at Hearst Radio Inc. was announced last week following the resignation of Harold C. Burke as manager of WBAL-AM-FM-TV Baltimore and as vice president and director of Hearst Radio Inc., the stations' licensee [B•T, Nov. 26].

Leslie H. Peard Jr., assistant to the manager of WBAL-AM-TV, was named manager of the outlets.

Mr. Peard

Victor F. Campbell was made program director and Arnold Wilkes was appointed public affairs and educational director of Hearst Radio Inc.

D. L. (Tony) Provost, vice president of Hearst Radio Inc., said the appointments were designed to "maintain a programming continuity in the public interest for all Hearst Radio properties."

Hearst Radio Inc. operates WBAL-AM-TV and WISN-AM-FM Milwaukee and also is associated with WCAE-AM-FM Pittsburgh.

Mr. Campbell, a veteran radio-TV writer, had been serving as assistant business manager for the Baltimore radio-TV properties. He joined WBAL-TV in September 1949 and later was named program director. He is credited by the station with originally having created such network programs as *Howdy-Doody* and the weekly *Triple B Ranch*.

Mr. Wilkes was public service director for WBAL and WBAL-TV. An educator with previous faculty associations, he has supervised an educational TV creative staff provided by various universities. He also directed public service programming for WBAL and WBAL-TV the past year.

Mr. Peard has been associated with radio stations since 1933, when he joined WFBR Baltimore. A year later he moved to WBAL, where he quickly became one of the station's chief sales executives. He was named sales manager in July 1940 but left in December 1944 to take a similar post with KTBS Shreveport. In 1948 he returned to Baltimore as assistant manager of WCAO, and the following year he rejoined WBAL.

He is a native of Baltimore and was a member of the Princeton U. class of 1933.

Assist Mr. Provost

Messrs. Wilkes and Campbell will act in a "supervisory and advisory capacity" for WBAL-AM-TV and WISN-AM-FM-TV and their appointments "will in no way interfere with local control of programming." They will both serve as direct assistants to Mr. Provost.

Program control will be retained locally in Baltimore and Milwaukee, with program managers and public affair-educational chiefs working under the direction of local station managers, Mr. Provost said.

Mr. Campbell also will set up a radio-TV syndication service under Hearst Radio Inc., using WBAL-AM-TV programs such as *United States Newsreel* as a nucleus.

Wight Named V. P.

READ HAMILTON WIGHT, director of radio and television, J. M. Mathes Inc., New York, has been elected a vice president of the agency.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Boo!"

NARTB BOARD

Meetings Start Today

FIVE NARTB board committees will start meetings today as the association's combined boards converge on Washington for their annual sessions [B•T, Nov. 26].

Meeting today will be the By-Laws and Finance Committees of the board. The Finance Committee will meet tomorrow morning with the Membership Committee, after which the latter group will hold a separate session. The Legal & Legislative Committee will meet Tuesday afternoon.

A dinner meeting of the board's Convention Committee is scheduled Thursday.

Starting Wednesday morning the radio and television boards will hold separate meetings at NARTB headquarters. They will meet again Thursday morning, continuing in separate sessions. A meeting of the combined boards is scheduled Thursday noon at the Statler Hotel. They are expected to wind up joint sessions by Friday noon, according to NARTB headquarters.

Attention of the TV board will be centered on the proposed TV Code. NARTB's TV organization has stated that only minor changes, if any, will be made in the code inasmuch as the draft of the code is described as having been unanimously approved by the TV membership meeting, held Oct. 19 in Chicago (see Code stories on opposite page).

Harris Elected V. P.

JACK HARRIS, general manager of KPRC-AM-FM-TV Houston, has been elected a vice president of the Houston Post Co., publisher of the *Houston Post* as well as licensee of the KPRC stations. Mr. Harris already was a member of the board of directors of the radio-newspaper company. He also is chairman of NBC's Stations Planning & Advisory Committee.

Mr. Harris

Fiebert Appointed

MURRAY FIEBERT has been appointed manager of the Government Contract Div. of CBS-Columbia, manufacturing subsidiary of CBS, D. H. Cogan, president of CBS-Columbia, announced Wednesday. Mr. Fiebert, who will be responsible for all military production activities, has been associated with the electronic industry for many years in both private and governmental capacities. He is a former contracting officer and chief of a government procurement division, a vice president of Lanagan & Hoke, manufacturers of precision test equipment, and has headed his own consulting firm.

WILL TV CODE BE ADOPTED THIS WEEK?

COMBINED boards of the NARTB hold their annual meeting this week in Washington. Membership, finance, by-laws, legislation and other topics of general interest will be treated in detail, but the biggest interest will be focused on the proposed Television Code, up for adoption (and probable revision) by the TV board.

Adherents Explain Proposed Procedure

STATIONS filing complaints against specified stations under the NARTB Code would be required to post a "good will" bond, which would be forfeited if the complaint proved groundless, it was revealed Wednesday at the American Television Society meeting in New York.

Point was raised in a question and answer period following speeches on the code by Thad H. Brown, NARTB director of TV, and James L. Caddigan, director of programming and production for the DuMont Television Network. Mr. Brown also explained that although the code was supported virtually unanimously at the NARTB Chicago meeting Oct. 19, the board which drew it up can and will amend the structure as needed without waiting for approval from individual members.

Although not new in statement or principle, the NARTB Code is television's Declaration of Independence — a declaration which shows the industry's ability to handle its responsibilities to the community—the television audience, Mr. Caddigan said. A member of the subcommittee which drew up programming and production sections of the code, Mr. Caddigan said he thought one of the most important facets of the committee's work was that final results combined station and network attitudes and did not represent the single viewpoint of any one interest-group.

Observing that the final document was "not pulled out of the blue," Mr. Caddigan explained that study was made of similar codes established in the motion picture industry, in radio and by networks themselves. "No broadcaster would intentionally telecast a program that would offend the standards of good taste or morals of any segment of his audience," he said, "yet, because of pressures that are increasing in force, we must watch the exception rather than the rule." He explained that the code must nevertheless cover a general situation and could not be broken down to make special allowances for different standards of morals and taste in various areas throughout the country.

Protests against the film industry have often come only from small minority groups—or in some cases only from individuals, Mr. Caddigan explained, basing his remarks on his experience within that industry. Saying that he had observed the same pattern within television on at least three different occasions, he pointed out the dangers of such complaints and the resulting need for an industry-protecting code. The NARTB document indicates the industry is mature enough to fill the need itself, he observed.

Mr. Brown referred to the history behind the code-writing project, alluding to FCC's proposed TV program investigation, "nervousness" on Capitol Hill and the Benton legislation.

Concern for the juvenile audience is a prime factor, he said. Recalling the committee split over "stationary backdrops or properties" showing the sponsor's name or product, he said the proposed code language is "left very broad and flexible while experience is

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B•T Poll Reveals Opinions Differ

LESS THAN half of the TV stations contacted in a sample survey by BROADCASTING • TELECASTING favor quick adoption of the proposed NARTB TV code provided necessary changes are made, according to final tabulation of replies [B•T, Nov. 26].

A bare majority oppose the code outright or will not go along with the type of document to be considered next week by the NARTB board.

Some telecasters opposed to the code refused to let their names be used, claiming they did not dare let their position be a matter of record. They feared any opposition might be damaging in relations with regulatory and legislative bodies.

In two cases, code opponents contended that adoption of the document at this time would actually hasten the passage of the very legislation and procedural clubs it was designed to offset. One telecaster said it would be easy to compile a list of definite or borderline violations against any station, due to the specific items laid out

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You Can't Say That . . . . . AN EDITORIAL

IN A sound film sequence on Edward R. Murrow's distinguished new CBS Television show, *See It Now*, for Nov. 18 an infantry platoon leader, who had led a combat patrol to a perilous position on a Korean hill-top, advised a CBS correspondent who was inquiring whether there might be hostile action:

"If I was you, I'd get the hell back and start digging me a hole."

It doesn't seem to us that anyone in his right mind would find fault with that bit of dialogue, even though it did contain a swear word, but the incident is worth mention because the line would have had to be censored if the proposed television code and its addendum were in effect and CBS Television a code subscriber.

Among a number of words to which an addendum of the code says "no approval shall be given" is "hell." The word can be used under some circumstances that the addendum tries to describe, but none of the permissible conditions seems to apply in this instance.

This illustrates the utter futility of trying to compose, within the framework of a code and addenda, a detailed set of instructions as to what can and cannot go on the air. There are some things that just do not go well on paper. It is almost impossible to set down in writing an adequate description of situations in which "hell" might be offensive usage and others in which it might not.

And such a job is particularly difficult if done in haste. Notwithstanding the care and energies that the television code committee spent in preparing the document now under consideration, there is all too much evidence in it that it *was* prepared in haste. The flaws which came of hasty preparation are mostly in those areas which, we may call, the precise do's and don't's.

Despite the imperfections in such a concept, the NARTB television board is scheduled to meet in Washington Dec. 5-7 to draw up and ratify a comprehensive document of television morality modeled on the proposed code and addendum that a general assembly of telecasters approved in principle a month ago.

We suggest that the assignment is too big and too important to be accomplished successfully in so short a time.

Would it not be more practical for the board to ignore the necessarily painstaking job of spelling out the detailed do's and don't's and instead concentrate on writing a relatively brief code that establishes general policies and on designing the apparatus of a Board of Review that will administer the code and reduce its broad policies to day-to-day application?

The do's and don't's do not belong in a code. They cannot spring full-grown from the heads of the board of directors before the Board of Review is even formed. The do's and don't's—if they are to be created intelligently—will come of an evolutionary process inherent in the administration of the code by the Board of Review. They should not be inflexibly fixed in a code which is a formal, basic document.

Our suggestion to the NARTB television board is first to prepare a thoughtful, *succinct* statement of desirable policies to govern telecasting and let that stand as the code, and, second, to set up a strong administrative system to make the code function. This system might eventually evolve into a Code Authority with a man of recognized stature as its full-time chief, but whatever its form, it should have the power to enforce the code and the good sense and taste to interpret it properly.

As to the explicit do's and don't's now contained in the proposed code, we suggest that the NARTB TV board extract them from the code, if the board insists on taking notice of them, and set them up in an independent document organized and presented as a guide to telecasters and to the Board of Review.

Such sections as those dealing with advertising limitations, acceptability of program material, the enforcement provisions and the issuance (and withdrawal) of seals of approval do not belong in the code. All are matters that probably will need revision from time to time and hence should repose in a guide, which can be changed more readily than the basic code can be.

It would be a pity if, in their haste to police themselves, the telecasters adopted a short-sighted and constricting set of fixed rules in a code that would discourage the development of the art.

Telecasters have enough to do without attempting to write restrictions to wash the natural language out of a combat platoon leader's mouth.

Affiliates Seek Delay

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he said, already are beginning to pay off.

The closed affiliates sessions, presided over by Jack Harris, KPRC-AM-TV Houston, devoted nearly eight hours to the economic issue alone. Mr. Harris, chairman of the Stations Planning and Advisory Committee, was understood to favor the overall plan. Primary objection was voiced against the use of "television penetration" as the base for the rate adjustments, limited to 20% up or down at this stage.

In the affiliates debate over the economic plan, leaders of the opposition included Paul W. Morency, of WTIC Hartford, who is chairman of the all-industry Affiliates Committee which recently condemned the NBC plan or any like it which may be developed; Clair R. McCollough, Steinman Stations, and G. Richard Shafto, WIS Columbia, S. C., both of whom are also members of Mr. Morency's Affiliates Committee.

The affiliates meeting reached a stalemate late Thursday, after the group had heard—at their own request—NBC Executive Vice President Charles R. Denny explain points which were troubling them. The affiliates also requested and heard details from Station Relations Vice President Carleton D. Smith, Hugh M. Beville, NBC plans and research director, and David Adams, assistant to the executive vice president. Mr. Denny, who heads NBC's radio operations, bore the brunt of the questioning.

All meetings in the Wednesday through Friday convention were closed, but portions of the talks were supplied to newsmen by NBC. President McConnell held a news conference to review developments after the close of the official presentations Thursday. Approximately 450 persons, including affiliates, wives and network officials attended the convention.

President McConnell also told the affiliates NBC intends to move three ways on the radio front—to sell it harder, to program it better and to merchandise it on an unprecedented scale.

From the radio network standpoint, it was reported, NBC has netted half a million dollars this year but expects to lose one million dollars next year in rebuilding the NBC Radio Network. Even so, Mr. McConnell said NBC has "complete confidence in radio," and he appeared confident that if the network's basic economic plan succeeds then NBC's radio operations will "make money" in 1953.

"I have more optimism and confidence in the future of network radio than I have ever had before," President McConnell said, adding that he thought NBC is "developing patterns that will keep radio strong for the future."

He continued:

"We're finally selling radio on its solid advertising values in moving merchandise, instead of on a show-business basis alone. To do this, we've established dollar-and-cents comparisons, so that the values of NBC Radio can be stacked up against those of the other media."

Mr. McConnell said NBC is enlarging its news service, bolstering its music schedules and planning to present a talent array comparable to the old days but at reasonable prices.

Turning to the subject of television (also see page 27), President McConnell urged his listeners to take a close look at UHF.

"If there is a prospect for developing a profitable television operation in your market, find out about it and make the right decision," he said. "It will probably be the most important business decision you will ever have to make."

A considerable amount of the convention time was open to UHF observation, with pickups from the luncheon and dinner areas plus kinescope showings of top-ranking NBC-TV programs. The UHF shows, obviously designed to attract broadcasters into this field, were commended highly for their reproduction quality.

Mr. McConnell said the sum-total of NBC-TV's operating experience is available to affiliated stations for their guidance. He also expressed confidence that it can be sold to advertisers so long as it continues to sell audiences.

NBC is determined to keep out bad taste, he continued, noting that the network is following a program of self-discipline in addition to subscribing to the industry code.

The task of sketching broad features of the new economic plan was assigned to Executive Vice President Charles R. Denny, who devoted most of his Wednesday afternoon speech to it.

He said NBC expects to have completed rate negotiations with stations in time for the new rates to become effective about next July 1.

"Realistic" rates, as envisioned in the plan, are essential to effectuating other features of the overall program, he declared.

He made clear, however, that NBC's formula for determining individual stations' network rates should have no effect on an affiliate's local or national spot rate.

These rates are based on local competitive factors and should not depend on the network rate, he explained.

Cites CBS' Option Time

On the subject of network option time, Mr. Denny alluded to CBS having registered higher gross time sales and pointed out that CBS has more option time available than NBC.

NBC, he noted, is seeking an additional hour of morning option time—30 minutes at the first of next year, and another 30 minutes by the following October, when the first half-hour will have been sold.

Reviewing the mechanics and objectives of the economic plan, Mr. Denny declared that "at NBC we have great confidence in network radio both for the present and for the long-range future.

"We are proud that our network has taken the leadership in rolling up its sleeves and tackling these basic problems," he said.

NBC's plan to strengthen its radio network, he said, has seven key points:

(1) To enlarge the network by 100 to 200 stations, it has been estimated, in order to give advertisers "unequalled" breadth and depth of coverage; (2) to get an "adequate amount" of network option time; (3) to offer programs "geared to the future," concentrating on that which radio does best and also capitalizing on NBC-TV's top talent; (4) "fair and realistic" prices for time and talent; (5) sound sales policies to hold present advertisers and attract new ones; (6) strong merchandising in support of network advertising; (7) developing revenues to extend network radio's value to the public.

Mr. Denny said the new rate formula is based market-by-market on current radio homes circulation, with adjustment for TV where TV is a local factor. While the formula will raise some stations' network rates and lower others, it will result overall in an

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CAVORTING with a stunt elephant as the fifth annual NBC affiliates convention got under way at Boca Raton, Fla., are S. S. Fox (l), president and general manager of KDYL-AM-FM-TV Salt Lake City, and Joseph V. Heffernan, NBC financial vice president.

NBC PLAQUES
Six 25 Yr. Outlets Cited

THE SIX 25-year affiliates of NBC received plaques in honor of this uninterrupted quarter-century of association last Wednesday from NBC Board Chairman Niles Trammell at Boca Raton.

Cited for merit in broadcasting: WWJ Detroit, on whose behalf WWJ-TV General Manager Willard Walbridge accepted the plaque; KSD St. Louis, accepted by General Manager George M. Burbach; WDAF Kansas City, by General Manager Dean Fitzer; WTIC Hartford, by Vice President and General Manager Paul W. Morency; WCSH Portland, Me., by Managing Director William H. Rines; and WJAR Providence, by President George O. Griffith.

TRUMAN LETTER
Commends NBC Progress

THE GROWTH of radio and television, and of their importance in American life, are reflected in NBC's development during its first quarter-century, President Harry S. Truman said last week in a silver anniversary message.

The Presidential message, addressed to NBC President Joseph H. McConnell and read by him to the network's convention at Boca Raton, asserted:

The 25th anniversary of the National Broadcasting Company naturally brings to mind the truly remarkable progress made by radio in a quarter century. An industry which was still new and on trial with the public 25 years ago, has grown to be one of the most important industries in the country.

When people sometimes bemoan the loss of our geographic frontier areas and say we no longer have great new opportunities, I think they should be reminded of the creation of new wealth in your industry, and many other industries, in recent years. We are an inventive, creative people. Thanks to progress in the atomic, medical, agricultural, industrial and other fields, we are on the threshold of still other wonders which will add greatly to our well-being.

Radio and television are important not only because they have contributed so much to the growth of our economy and our entertainment, but especially because of what they have done, and are doing, in providing news of direct concern to the people. It is necessary that people have easy access to authentic unbiased information and then draw their own conclusions.

Democracy will flourish and this country will remain vigorous and strong as long as Americans are well-informed and free to speak and vote as we please, as well as worship and work as we please.

We would certainly not be in good shape if we had access only to untruths and slanted, biased news. NBC performs a vitally important public service when it presents facts and different points of view on political, economic and social affairs.

Very sincerely yours,
(Signed) Harry S. Truman.

NBC'S TV FUTURE

Outlined at Affiliates' Florida Meeting

PRESENT and future plans for NBC-TV, starting with a 25-hours-a-week expansion of morning programming and extending to such envisioned developments as disaster mobile units and airborne TV, were unveiled for NBC affiliates Thursday morning at the network's Boca Raton convention.

At the same time President Joseph H. McConnell predicted that by 1955 television alone will account for one billion dollars worth of advertising, counting time and talent for network, national spot, and local advertising. At the rate it is progressing today, he continued, radio advertising in 1955 will fall short of that predicted for TV.

Mr. McConnell also ventured that this year's network and national spot advertising—not including local—will total $325 million for television as compared with $350 million for radio.

The plans include a "Magazine Concept" of selling advertising, so that advertisers may buy into TV shows in much the same way they buy into different magazines, and chime-break promotion material estimated at $17 million worth of network time.

In the field of fact rather than plans, the affiliates were told that advertisers will spend approximately $30 million on NBC-packaged programs—currently representing two-thirds of sponsored NBC-TV time and 78% of NBC-TV advertisers—during the next 12 months. Where the second network has 19 hours of sponsored programs packaged by the network, according to Ruddick C. Lawrence, network director of TV sales development, NBC-TV has 33¼ hours.

Describes 'Magazine Concept'

Mr. Lawrence outlined the "Magazine Concept" of TV advertising, describing it as one answer to the problem of selling large programs at relatively small costs. Advertisers, he said, "will have a choice of large or small show segments and will be able to get for their dollars greater frequency and continuity than is possible with traditional formats."

He said NBC has research studies under way "of even greater scope" than the network's "Television Today" analysis, which he said has stimulated "a traceable flow of advertising money."

"Our goal is, first, to show how many sales the television dollar will produce compared to that dollar spent in printed media," he asserted, "and second, to determine what new and improved commercial techniques will help advertisers get the most for their money."

Now in preparation, Mr. Lawrence reported, is a new series of five-second network identification breaks to be used for promotion, with approximately 7,800 chime breaks to be produced in the next 12 months representing a worth of $2,200 each in network time. These won't be mere slides, he said, but will constitute the shortest full-length feature films ever made.

Edward D. Madden, vice president in charge of television sales and operations, reported in an address to the affiliates that approximately 66% of sponsored radio time is bought by the same advertisers, whereas in TV the same money would buy 33% of the advertising time.

NBC Television's future effects upon the public were appraised by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, who called upon affiliates to cooperate with the network to develop an enlightened, alert and mature public opinion.

"Television can clarify the great issues of our times and be a force for good, a force for broad public action unique in world history," he asserted. "NBC Television by itself, and I exaggerate only slightly, can be the most important single influence for a better adjusted, more mature, more stable, more enlightened, more peaceful world and accomplish its mission before this decade is out."

With affiliates' aid in carrying out network plans, Mr. Weaver said, then "your children in five years can tell you every statesman's name on sight, what country he comes from, what he does, what he's like, and then tell you about his country, its people and their customs, dress and geography."

TV's influence on "men, mores and survivial," he said, is greater "than was the discovery of print, the only invention comparable in potential."

On Planning Boards

On the planning boards of NBC, according to Robert E. Shelby, director of television technical operations, are a disaster mobile unit, a flying box-car and a remote control camera operated like a robot plane, along with airborne television.

The projected disaster mobile unit, he said, will be a complete broadcasting unit which is not dependent on external wire connections and which will have, aside from complete TV facilities, motion picture equipment including an instantaneous film developer. The latter would enable the unit to make delayed telecasts of film shots without having to take the films back to the studios first.

Noting that NBC has telecast programs from planes on several occasions, Mr. Shelby said the proposed flying box-car would be composed of a small mobile unit and a plane capable of transporting it to scenes of immediate interest. On arrival, it would relay its program to the home station either directly or via an airborne transmitter in the "mother" plane, he said.

Mr. Shelby also described NBC's new master control room in New York, now nearing completion, as the most important of its kind in existence, designed to coordinate the operation of 18 studios and distribute eight programs at once.

Discussing other research and development projects, Mr. Shelby said both NBC and RCA are at work on a "Videograph"—a means of making electronic "recordings" of TV pictures—pursuant to the recent request of Brig. Gen. David Sarnoff, RCA board chairman. Another invention which Gen. Sarnoff requested—a "Magnalux," or light amplifier—would permit easy TV viewing outdoors or in brightly lighted rooms, he added.

In the field of programming, the affiliates were told by Robert W. Sarnoff, vice president in charge of unit productions for television,

(Continued on page 38)

NBC MERCHANDISING

Bows at Boca Raton

NBC'S PLANS for a department of merchandising experts to bolster the radio network's sales operations (see story page 23) were disclosed to the network's affiliates convention at Boca Raton, Fla., last Wednesday by Fred N. Dodge, who will head the new department.

Mr. Dodge said the department will be "superior to anything in the advertising media field and tops in radio broadcasting."

He will be assisted, he said, by 12 expert merchandisers. Most of these have not yet been selected, nor have Mr. Dodge and his associates completely finished the task of laying out the country into the geographical areas—presumably 12—in which these experts will operate.

* * *

ELEPHANTINE fun was had by (l to r) President Joseph H. McConnell; Ted Taylor Jr., whose father is owner of KANS Wichita, KRGV Weslaco, Tex., and KTOK Oklahoma City and head of O. L. Taylor Co., station representative firm; and Niles Trammell, NBC board chairman. NBC's press department produced the elephant to demontrate the volume of its newspaper and magazine promotion of NBC programs—more per day, spokesmen claimed, than the elephant's 20,000 square inches of hide.

NBC's merchandising team, he said, will operate throughout the nation, helping network advertisers to get retailer cooperation and assisting NBC affiliates with their own merchandising problems. The department also will offer advertisers retail survey and spot-checking opportunities, Mr. Dodge reported.

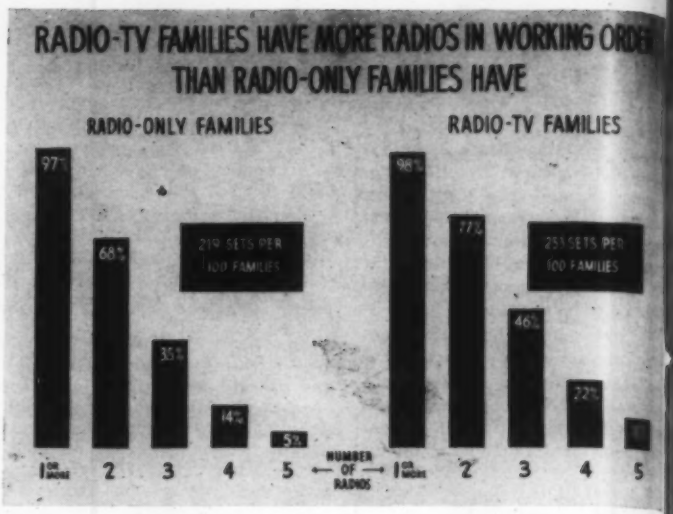
The network's representative in each area, he said, will serve as the merchandising consultant for NBC affiliates and will organize merchandising departments for the stations upon request.

Additionally, Mr. Dodge declared, NBC will offer monthly bulletins to its stations for mailing to the food and drug trade; will submit "how-to" merchandising material for use by the network's field men, advertisers' salesmen and station personnel, and will serve as a clearing house for stations on merchandising problems.

"In return for these services,"

(Continued on page 105)

HAS RADIO been given a short count by audience surveys which fail to disclose the volume of listening to "secondary" sets? Judging by this report the answer is yes. This special survey found out that more than half the total listening is done elsewhere than the living room in non-television homes, more than three-fourths the total listening away from the living room in TV homes. Some other findings of significance: radio-TV homes contain more radio sets than radio-only homes do; the average person spends three times as much time listening to the radio as he does reading newspapers and five times as much as reading magazines. It all adds up to the fact that . . .



THE BIGGEST CROWD ISN'T IN THE PARLOR

THE "BIG SET" in the family living room is no longer the point of most radio listening, according to a survey made last August by American Research Bureau under the joint sponsorship of CBS and NBC.

Out-of-the-living-room listening is particularly marked in television homes (where presumably the TV set is the living room's focal point), which reported 77% of radio listening done on "secondary" sets. But even in radio-only homes, 51% of all listening occurred outside the living room.

Listeners to a morning show, for instance, were found 43% in the kitchen, 39% in the living room, 11% in bedrooms, 2% in the dining room and 5% out of the home. But the living room is not entirely displaced as a listening point. Audience of a Sunday evening musical program was distributed 63% in the living room, 11% in bedrooms, 10% in the kitchen, 2% in the den, 2% in the dining room and 12% away from home. The away-from home figures in these examples and in the adjoining tables may be higher in August than they would be in December, when the out-of-doors is not an inviting listening location in much of the country.

* * *

The joint NBC-CBS study also revealed that radio-TV homes have more radio receivers on the average than radio-only homes—253 radios in working order in 100 homes with television to 219 in radio-only homes. The nation's video families also include 46% with three or more radios, while only 35% of the radio-only families own three or more sets.

Radios in TV Homes

Radio-only homes have more living room radios than are found in radio-TV homes (85% to 73%), but in all other locations the families with television have more radios: Bedroom (66% for radio-TV homes, 48% for radio-only homes), kitchen (45% to 33%), auto (44% to 36%), portable sets (12% to 8%), others (20% to 15%).

In more than half of the homes with video as well as radio receivers, the mother was found to use radio the most (52%), with 21% reporting father as the top listener, 13% daughter, 10% son and 4% other. Comparable figures for radio-only homes were not divulged.

* * *

Analysis of the time spent listening to radio, reading magazines and newspapers, in all U. S. homes shows that the average individual (not family and including individuals of all ages) devotes 19 minutes a day to reading magazines, 35 minutes to reading newspapers and 109 minutes a day to listening to the radio.

Presenting the study at a news conference Tuesday, George Bristol, manager of sales promotion and advertising, CBS Radio, said that the survey was made in August primarily to provide its sponsors—the NBC and CBS radio networks—with ammunition on summer listening for use in next summer's selling.

ABC and MBS were invited to participate but did not do so, he said, in answer to a question.

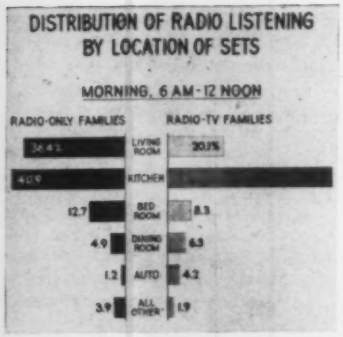
* * *

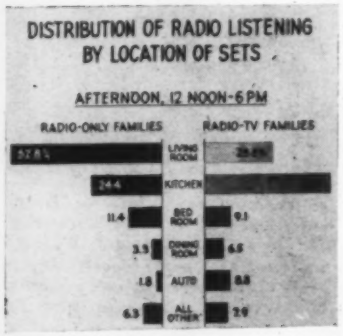
Data were collected by ARB through diaries distributed to 3,600 persons throughout the country, each asked to report on his individual listening by quarter-hours throughout the survey week. A total of 3,120 (87%) were usable for final tabulation, of which 34% represented individuals in radio-TV homes and 66% in radio-only homes.

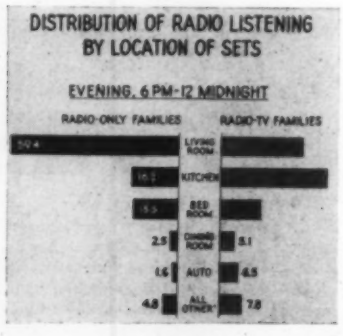
Multiple Sets

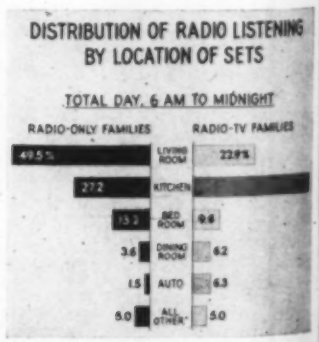
Results, showing 68% of radio-only homes and 77% of radio-TV homes with two or more radios, 35% of radio-only and 46% of radio-TV homes with three or more, 14% and 22% respectively with four or more and 5% and 10% with five or more radios, are in line with other studies of set ownership. They indicate that the Nielsen surveys, based on 2,000 Audimeters in 1,500 homes, may not be doing full justice to secondary set listening, it was pointed out.

* * *









POLITICAL TIME

Don't Censor, FCC Reminds

BROADCASTERS are still in the dark about their rights and responsibilities under the libel laws as far as political broadcasts are concerned. Only sure thing, radiomen now know, following last week's FCC pronouncement in renewing the license of WDSU New Orleans [CLOSED CIRCUIT, Nov. 26, 19], is that they cannot censor political candidates' speeches.

In fact, the FCC made it clear that even though the political campaign-libel situation still is unsettled, the Commission will no longer be sympathetic to the woes of broadcasters faced with law suits due to defamatory remarks made on the air by political candidates. Previously the Commission had gone lightly on stations charged with censorship of political speeches because of the unsettled state of the law.

In its Nov. 21 memorandum opinion and order (released Nov. 26) the Commission stated: "We, therefore, think there is no longer any reason to defer application of what we believe Section 315 [of the Communications Act] to require in any case of censorship of political broadcasts, and hereafter we will not accept the plea of doubt and uncertainty in the state of the law as a reason for not administering the law as we read it."

Found Censorship

The FCC renewed the license of WDSU even though it found that the station had attempted to censor the broadcast of unsuccessful 1950 Mayoralty candidate Alvin A. Cobb. Station asked Mr. Cobb to delete a portion of his speech which it considered libelous. When he refused, the station refused him air time. The license was renewed because, the Commission found, the station "had acted in good faith and on the basis of legal advice" and "it cannot be said that the conduct of the licensee was in deliberate or willful violation of Section 315 . . ."

Disappointed broadcasters, who thought they would have a clearer guide to the looming 1952 campaign, were thus put on notice that candidates' speeches are sacrosanct—no matter what. Some radio legal observers fear that the Commission's latest expression may play into the hands of unscrupulous politicians who will assume they have license to say anything over the air.

Other observers consider the WDSU decision more a censure of Congress than of the station. They point to the 1948 Port Huron decision which held out hope that Congress would enact specific legislation to relieve broadcasters from responsibility for libel uttered over the air by political candidates but which still has not been done [B•T, July 5, 1948].

The Port Huron case involved a 1945 municipal election in Port Huron, Mich., during which WHLS forbade its facilities to all candidates after a non-candidate had made political charges in what was billed as a non-political speech. The Commission renewed the license of WHLS, but propounded the theory that radio stations were immune to libel suits since Section 315 of the Act forbids censorship of candidates' speeches.

Comr. Jones dissented from the Port Huron decision on the ground that it included dicta which the Commission was not qualified to propound in the case in question. He took the same position in dissenting from last week's WDSU decision.

During the course of his testimony before a House Select Committee investigating the FCC in August 1948, FCC Chairman Coy expressed the belief that:

No broadcaster is going to get into serious trouble who operates in the public interest by carrying speeches by the political candidates, and who treats political candidates of all parties fairly and does not try, by one device or another, to use a public facility, a radio frequency, to give advantage to one candidate as against another, or to one party as against another. When a broadcaster using a public facility, a radio frequency, attempts to use that radio frequency to the advantage of a particular candidate or a particular party, he is likely to have very serious trouble.

Rep. Forest Harness (R-Ind.), chairman of the Select Committee, interjected at this point:

For the time being, at least, until the matter is settled, the honest and conscientious broadcaster who uses ordinary common sense in trying to prevent obscene or slanderous or libelous statements from going over the air need not fear any action?

Mr. Coy replied:

Any capricious action; that is right. I think a broadcaster has an obligation, in a situation of this kind, to take some speculative risk rather than leaning over backward to delete everything that might appear to him to be libelous in a political campaign. We are all familiar with the kind of political campaigns we have. There is a certain license that political candidates take and that other people take in speaking of political candidates. For the most part, political candidates are not supersensitive; they know how to take it as well as dish it out; and I do not think we should do anything to curtail a political campaign.

It is this leniency expressed by Chairman Coy in 1948 that last week's FCC ruling retracts.

Best bet for the broadcasting industry, according to most observers, is continued pressure by station owners to get Congress to act or states to enact "limited liability" libel laws. A proposed state law has been worked up by the legal department of NARTB.

State Laws Enacted

As of September 1949 the following states had this kind of law on their statute books, according to an NARTB compilation: Colorado, Florida, Georgia, Iowa, Kansas, Nebraska, North Carolina, Oregon, Virginia and Wyoming. In addition, California relieves stations from responsibility for libel in ad lib remarks and network originations. Washington does the same if the libel is expressed without the knowledge or the fault of the broadcaster. In Montana and Utah, the law requires proof of actual malice on the part of the broadcaster. Earlier this year, Louisiana enacted a limited liability law protecting broadcasters from libel suits due to political candidates' speeches over the year.

Of one thing broadcasters may be sure, according to most lawyers: Although candidates themselves cannot be censored, speeches by supporters can be. This was established in the 1949 *Felix* v. *Westinghouse Radio Stations* case in which the U. S. Court of Appeals ruled that stations can be held responsible for broadcast utterances of non-candidates in a political campaign [B•T, March 20, 1950]. The Supreme Court refused to review the case when it denied a request for a writ of *certiorari* last April [B•T, April 23].

The Felix case was the result of a $50,000 libel action against Philadelphia stations KYA, WCAU and WFIL individually as a result of a speech by William F. Meade, chairman of the Republican City Committee, during the 1949 municipal election there. Mr. Meade was alleged to have maligned David H. Felix, a local attorney, by implying that he was a communist. The stations defended themselves by declaring that Sec.

(Continued on page 38)

Sec. 315 of Act

SECTION 315 of the Communications Act reads as follows:

If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

NETWORK GROSS

PIB Issues Oct. Report

COMBINED gross time sales of four nationwide radio networks during October totaled $14,966,436, a drop of 7.4% below the $16,169,808 combined gross for the same month of 1950, Publishers Information Bureau reported last week. (ABC, CBS, MBS and NBC are covered by PIB, which does not as yet report on Liberty Broadcasting System.)

Individually, ABC and Mutual show higher gross sales for October of this year than of last, with CBS and NBC showing smaller time sales this October. These comparisons are not completely valid, however, as NBC and CBS on July 1 instituted overall discounts of approximately 10% in their card rates which are reflected in the PIB figures.

ABC and MBS concurrently made similar concessions but did so as added discounts instead of rate cuts. These discounts do not affect gross billings and so do not show up in the PIB tables.

NETWORK RADIO

	October 1951	October 1950	Jan. - Oct. 1951	Jan. - Oct. 1950
ABC	$ 3,180,514	$ 3,013,938	$ 27,209,667	$ 29,431,370
CBS	5,615,074	6,676,037	58,248,614	57,744,701
MBS	1,759,468	1,534,526	14,620,653	13,422,055
NBC	4,411,380	4,945,307	45,662,244	51,293,402
TOTAL	$14,966,436	$16,169,808	$145,741,178	$151,891,528

* * *

NETWORK RADIO TOTALS TO DATE

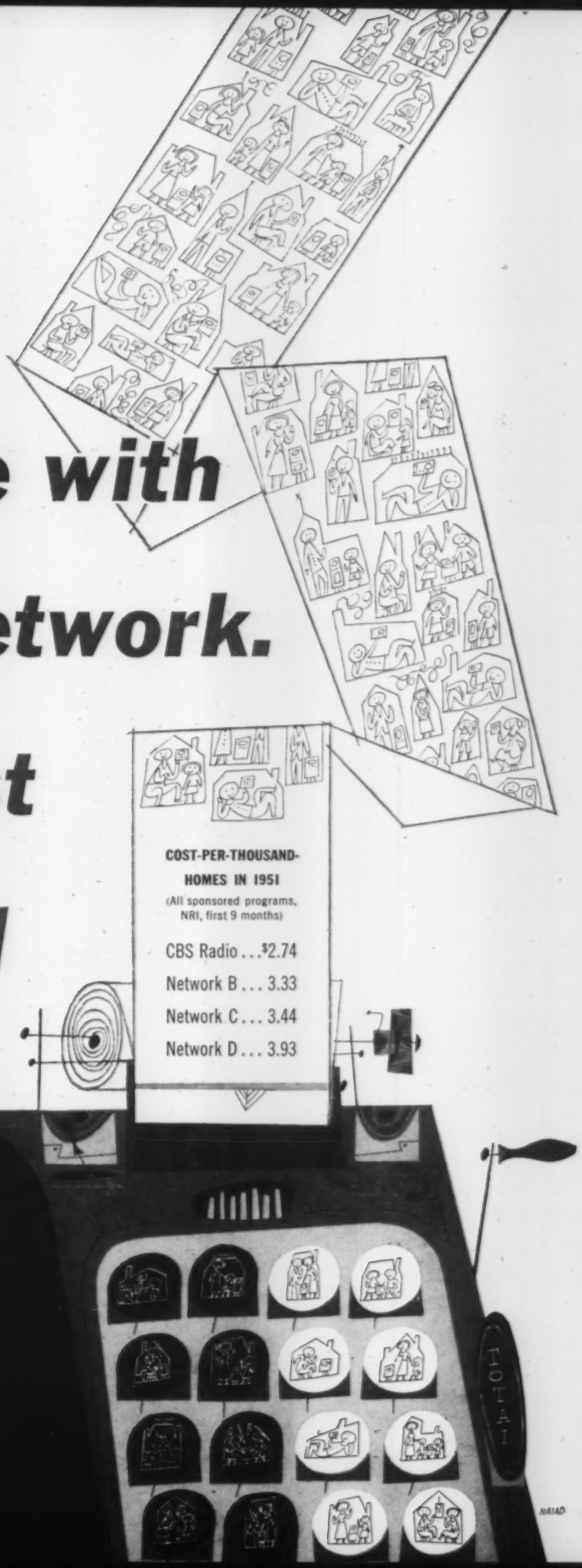
	ABC	CBS	MBS	NBC
January	$ 3,099,418	$ 6,833,626*	$ 1,542,887	$ 5,215,947
February	2,702,721	6,097,737*	1,426,705	4,731,626
March	2,891,339	6,793,966*	1,648,006	5,085,636
April	2,980,183	6,487,717*	1,539,801	4,897,882
May	2,991,227	6,744,098*	1,510,818	5,329,752
June	2,720,268	6,201,963*	1,191,691	4,739,193
July	2,267,674	4,387,193*	1,347,841	3,728,687
August	2,210,352	4,440,261*	1,329,375	3,808,906
September	2,165,971	4,645,979*	1,324,061	3,713,235
October	3,180,514	5,615,074	1,759,468	4,411,380
TOTAL	$27,209,667	$58,247,614	$15,348,653	$45,662,244

***Revised as of Nov. 27, 1951.**

When you add it all up...

CBS Radio reaches more economy than It delivers advertising cost-per-thousand- network radio–lowest

more people with any other network. at the lowest homes in all by 18%.



CITY DWELLERS

New Census Data Shows 64% in Urban Areas

NEARLY two-thirds (64.0%) of the population of continental United States, 96,467,686 out of 150,697,361, lived in city territory when the 1950 Census was taken, according to an analysis just completed by the U. S. Census Bureau.

Of the urban population, 69,249,148 or 71.8% was concentrated in 157 urbanized areas around central cities of 50,000 or more population. The remaining 27,218,538 (28.2%) lived in other urban places of 2,500 or more located outside these 157 urbanized areas.

Final figures showing the population by cities, with breakdowns by urban and rural population in the vicinity of larger cities, can be obtained from Frank R. Wilson, information assistant to the director, Bureau of the Census, Washington 25, D. C. This study also includes rank of urbanized areas according to population (see table below) and urban and rural population of states.

Here is a summary of population and percentages for the United States by urban and rural categories:

Areas	Number	% of U. S.
Urban, total	96,467,686	64.0
157 urbanized areas	69,249,148	46.0
In central cities	48,377,240	32.1
In urban fringes	20,871,908	13.9
Other urban places	27,218,538	18.0
Rural, total	54,229,675	36.0

Mr. Wilson explained that many of the larger cities are confronted with problems that arise out of the daytime congestion in downtown areas, loss in tax values due to the deterioration of once highly preferred residential areas abandoned by former owners for suburban developments and loss of downtown business to suburban commercial centers.

New Problems

He said their suburbs are confronted with new problems arising from the need for more schools, fire and police protection, sanitation and other health facilities, street improvements, extension of public utilities and expansion of other public services.

The Census Bureau has specific definitions for Standard metropolitan area as well as urbanized areas.

A standard metropolitan area includes a city with 50,000 inhabitants or more in 1950 and may include more than one city of such size. Conversely, each city of such size is included in a standard metropolitan area. The county in which the city of 50,000 or more is located is by definition included in the standard metropolitan area. Contiguous counties are included if they are an integrated economic unit with a large volume of daily travel and communication between the central city or cities and the outlying parts of the area.

An urbanized area includes at least one city with 50,000 inhabitants or more plus the surrounding closely-settled urban fringe. Its boundaries are not political but based on such features as roads, streets, railroads, streams and other clearly defined lines. Maps of many urbanized areas have been prepared by the bureau.

Urban places include all incorporated places of 2,500 or more population, and all unincorporated places of 2,500 or more for which the Census Bureau has established boundaries.

RANK OF URBANIZED AREAS

RANK	Urbanized Area	Population
1	New York-Northeastern New Jersey	12,296,117
2	Chicago, Ill.	4,920,816
3	Los Angeles, Calif.	3,996,946
4	Philadelphia, Pa.	2,922,470
5	Detroit, Mich.	2,659,398
6	Boston, Mass.	2,233,448
7	San Francisco-Oakland, Calif.	2,022,078
8	Pittsburgh, Pa.	1,532,953
9	St. Louis, Mo.	1,400,058
10	Cleveland, Ohio	1,383,599
11	Washington, D. C.	1,287,333
12	Baltimore, Md.	1,161,852
13	Minneapolis-St. Paul, Minn.	985,101
14	Milwaukee, Wis.	829,495
15	Cincinnati, Ohio	813,292
16	Buffalo, N. Y.	798,043
17	Houston, Tex.	700,508
18	Kansas City, Mo.	698,350
19	New Orleans, La.	659,768
20	Seattle, Wash.	621,509
21	Providence, R. I.	583,346
22	Dallas, Tex.	538,924
23	Portland, Ore.	512,643
24	Atlanta, Ga.	507,887
25	Indianapolis, Ind.	502,375
26	Denver, Colo.	498,743
27	Louisville, Ky.	472,736
28	Miami, Fla.	458,647
29	San Antonio, Tex.	449,521
30	Birmingham, Ala.	445,314
31	Columbus, Ohio	437,707
32	San Diego, Calif.	432,974
33	Rochester, N. Y.	409,149
34	Memphis, Tenn.	406,034
35	Norfolk-Portsmouth, Va.	385,111
36	Akron, Ohio	366,765
37	Toledo, Ohio	364,344
38	Springfield-Holyoke, Mass.	356,908
39	Dayton, Ohio	346,864
40	Fort Worth, Tex.	315,578
41	Omaha, Neb.	310,291
42	Hartford, Conn.	300,788
43	Youngstown, Ohio	298,051
44	Albany-Troy, N. Y.	291,897
45	Oklahoma City, Okla.	275,091
46	Wilkes-Barre, Pa.	271,589
47	Syracuse, N. Y.	265,286
48	Nashville, Tenn.	258,887
49	Richmond, Va.	257,995
50	New Haven, Conn.	244,836
51	Jacksonville, Fla.	242,909
52	Bridgeport, Conn.	237,435
53	Scranton, Pa.	236,076
54	Salt Lake City, Utah	227,368
55	Grand Rapids, Mich.	226,817
56	Allentown-Bethlehem, Pa.	225,962
57	Worcester, Mass.	219,330
58	Phoenix, Ariz.	216,038
59	Sacramento, Calif.	211,777
60	Tulsa, Okla.	206,311
61	Des Moines, Iowa	199,934
62	Flint, Mich.	197,631
63	Davenport, Iowa-Rock Island-Moline, Ill.	194,923
64	Wichita, Kans.	194,047
65	Trenton, N. J.	189,221
66	Wilmington, Del.	187,359
67	Mobile, Ala.	182,943
68	Tampa, Fla.	179,328
69	San Jose, Cal.	176,471
70	Spokane, Wash.	176,086
71	Canton, Ohio	173,917
72	Stamford-Norwalk, Conn.	173,336
73	Harrisburg, Pa.	169,646
74	South Bend, Ind.	168,161
75	Chattanooga, Tenn.	167,744
76	Tacoma, Wash.	167,647
77	Huntington, W. Va.-Ashland, Ky.	156,280
78	Reading, Pa.	154,911
79	Peoria, Ill.	154,539
80	Little Rock-North Little Rock, Ark.	153,643
81	Erie, Pa.	151,710
82	Shreveport, La.	150,298
83	Knoxville, Tenn.	148,166
84	Binghamton, N. Y.	144,811
85	Duluth, Minn.-Superior, Wis.	143,922
86	Charlotte, N. C.	140,930
87	Fort Wayne, Ind.	140,314
88	Baton-Rouge, La.	138,864
89	Evansville, Ind.	137,572
90	El Paso, Tex.	136,910
91	Austin, Tex.	135,971
92	San Bernardino, Calif.	135,778
93	Lansing, Mich.	134,882
94	Waterbury, Conn.	131,707
95	Charleston, W. Va.	130,914
96	Fresno, Calif.	130,595
97	Savannah, Ga.	128,196
98	New Bedford, Mass.	125,498
99	Schenectady, N. Y.	123,271
100	New Britain-Bristol, Conn.	123,079
101	Corpus Christi, Tex.	122,956
102	Rockford, Ill.	122,226
103	Columbia, S. C.	120,808
104	Charleston, S. C.	120,289
105	Columbus, Ga.	118,485
106	Fall River, Mass.	118,120
107	Utica, N. Y.	117,434
108	St. Petersburg, Fla.	114,596
109	Portland, Maine	113,499
110	Stockton, Calif.	112,834
111	Lawrence, Mass.	112,309
112	Madison, Wis.	110,111
113	Montgomery, Ala.	109,468
114	Roanoke, Va.	106,682
115	Lowell, Mass.	106,661
116	Wheeling, W. Va.	106,650
117	Saginaw, Mich.	105,939
118	Atlantic City, N. J.	105,080
119	Jackson, Miss.	100,261
120	Lincoln, Neb.	99,509
121	Niagara Falls, N. Y.	97,638
122	Springfield, Ill.	97,371

(Continued on page 38)

SALARY POLICY

For Over-Scale Group May Be Set Soon

GOVERNMENT policy governing salary increases for over-scale performers in radio, TV and other entertainment fields may be issued shortly, setting the pattern for the broadcasting industry.

A three-man panel of the Salary Stabilization Board last Thursday submitted to the full board a report recommending a flexible formula covering entertainers who do not fall under the jurisdiction of the wage control policies.

The report was based on hearings held by the panel in New York last month when industry, network and union representatives testified on talent salary problems during a three-day closed hearing.

Generally, with minor differences, industry and such labor groups as AFRA, RTDG, SAG and TVA agreed that controls for such talent would be impracticable because of the nature of their work. It also was pointed out that the broadcasting industry is exempt from price controls on rates charged [B•T, Oct. 29].

Contract Renewals

Management has proceeded to continue or renew contracts with individual performers on the basis of an earlier SSB ruling without regard to the 10% increase ceiling imposed on wage-earning employes under the Wage Stabilization Board. These options negotiated by networks, stations, advertisers and production agencies.

Perhaps the most significant straw in the wind on forthcoming policy to be issued by the board is the fact that such controls would not be consistent with the Defense Production Act. Included is a provision which recommends against controls when they would reverse existing business practice.

Another would contravene regulations of the Office of Price Stabilization allowing exemption for independent packagers on amounts paid for program elements.

With respect to wages, WSB has taken no action which would square with the industry's price-exemption status, as well as that of other fields. The board has been acting on the premise that radio-TV workers are entitled to roughly 10% wage boosts within a designated period of time.

The board is now headed by Justin Miller, NARTB board chairman and general counsel. The report was prepared by Roy F. Hendrickson, National Federation of Grain Cooperatives; Philip F. Siff, investment banker, and Neal Agnew, consultant to the Independent Motion Picture Distributors.

The report delves into question of exemptions, how they should be administered, what personnel they shall cover and a host of other points.

Problem of setting policy for commission earnings under the wage stabilization program also hangs fire. The WSB has received a report similar to that filed for the talent field. It carries 15 recommendations to which dissenting opinions were filed last week.

The study covered so-called "outside salesman" and others receiving individual compensation and will have little effect in broadcasting and allied fields, it was felt. Most salesmen in the trade are associated with interests under collective bargaining agreements with unions. Report does not apply to fees.

The wage-price issue drew fire last week on two fronts—from the U. S. Chamber of Commerce and the Committee for Economic Development's Research and Policy unit.

The chamber called for abolition of all controls, claiming price ceilings "never worked in the face of strong inflationary pressures" and that wage controls "largely set aside the individual negotiation and collective bargaining built up over the past decades."

CED made a similar proposal, advocating monetary fiscal and savings policies to control inflation. Such controls, the committee held, reduce "the freedom of the market" and "tend to distort production" and may even reduce it.

Advertisers who participate in The Yankee Network News Service have one idea in common — they want their broadcasts *inside* each local area . . . from home-town station to home-town audience . . . for maximum local effectiveness. For example:

FIRST NATIONAL STORES *

Who better than they know the Home-town pattern? Who better than they, from their many years' experience in radio, know that it pays off to use the Yankee station nearest the First National Store in any community. First National is one of thirty clients regularly using the Yankee Network News Service to reach the Home-town audience.

* First National Stores participate in the Yankee Network News five days a week, Monday through Friday in the 8:00 A.M. — 1:00 P.M. — 6:00 P.M. editions.

Go Yankee with the Yankee Network News Service

8 A.M. 9 A.M. 1 P.M. 6 P.M. 11 P.M.

A crowning achievement in home town acceptance

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVE., BOSTON 15, MASS. **Represented Nationally By EDWARD PETRY & CO., INC.**

Affiliates Seek Delay

(Continued from page 26)

increase in the total network rate for morning and afternoon time and average out to little change the full-network evening rate, he said.

Citing the greater flexibility afforded advertisers by dropping the "must-buy" category of stations and requiring instead that advertisers use enough stations to equal, in expenditure, at least 75% of the full-network rate, he said the new rate formula will result in a slight increase or decrease for advertisers, depending on what particular group of stations they order.

Rate discussions with approximately 50 affiliates thus far have resulted in general acceptance of the new rate plan, he said.

When all the new rates go into effect, he said, NBC will have "broken loose from an obsolete rate structure; will have taken leadership in coming up with a formula that reflects current realities; will have taken the initiative away from one-sided approaches which gained support because they were the only approaches before the industry; by basing rates on market-by-market circulation, will have established a sound pattern and gotten away from the flat across-the-board device recently introduced; will have unlatched daytime rates from evening rates so that each segment of the day is priced in accordance with its own values, market by market."

He continued: "The very fact that we have a rational system underlying our rate structure gives our medium more stability, increases advertisers' confidence in it, and puts us in a better position to lead a movement away from the deal basis of doing business."

Trammell's Plea

Niles Trammell, NBC board chairman, called upon affiliates for more solid planning, more intelligent study and more self-analysis to insure expansion in both radio and TV.

Apparently, foreseeing possibilities of dissension within the affiliates' ranks, he pointed out that all of NBC's forward moves heretofore had been greeted at the outset by differences of opinion. But in the long run, he added, the changes eventually worked to the benefit of both affiliates and network.

In the field of history, Mr. Trammell cited especially NBC's substitution of written contracts for gentlemen's agreements with its affiliates; the formation of the Stations Planning and Advisory Committee; regional station meetings; the national network convention, and the policy of duplicating AM programs on FM.

All are now accepted, he noted, adding: "When you think back, I know you'll agree that the big decisions have been logical and realistic and have operated to our advantage."

The features of NBC's new basic economic plan, he said, are in his opinion essential to a sound future for broadcasting and the forerunner of a pattern that will benefit radio.

The "Market Basket Plan" of advertising was outlined by Mr. Herbert, who also explained the "Advertising Attention Guaranteed Plan" which he had made known 10 days earlier [B•T, Nov. 19].

Mr. Herbert also presented recorded messages by Ben Duffy of BBDO and Stanley Resor of J. Walter Thompson Co. lauding the Advertising Attention-Guaranteed plan, and by Fairfax Cone of Foote, Cone & Belding supporting the Market Basket Plan.

Market Basket offers three shows to three advertisers, each of which pays time and talent costs for one-third of each show. The programs are *Man Called X*, on Thursdays; the second half of *Screen Director's Playhouse* on Fridays, and *My Secret Story* on Saturday mornings.

Local Promotion

Under the plan, NBC will program each show for 28 minutes 40 seconds, and in this time each advertiser will have a one-minute commercial a la the "Tandem Plan." Then 60 seconds will be devoted locally, if the plan is accepted, to announcement of the local store which handles the products mentioned on the show, etc.

The local store in these cases, it is envisioned, will be super-markets (which, Mr. Herbert noted, handle 38% of the sale and distribution of package grocery products) in their local announcements. Officials said the local stores will be limited only in that they may not advertise other nationally advertised products that might logically be boosted on a network basis via Market Basket.

Overall, Mr. Herbert said, Market Basket will enable network stations and advertiser together to "bring to the selling of grocery products the tremendous force and economical advantage of radio advertising."

In the field of radio generally, Mr. Herbert said, NBC already has begun to feel "more inquiry" and "a better appreciation of radio's flexibility and economy."

Contributors to this feeling, he said, were rising newspaper and magazine advertising costs, more articulate and unified stands by radio itself and aggressive selling by the NBC network.

Programming was seen by Charles C. Barry, NBC vice president in charge of radio programs, as the key to keeping radio where it is. Radio's future, he said, lies in new talent, wise use of TV talent and properties and employment of star names in low-cost packages.

Cites Radio's Uniqueness

He said:

"There are certain things radio does better than any other medium. It moves faster, it gets there quicker, it tells the story of the news bulletin or flash accurately, quickly, easily. It brings the government's message of information with unparalleled speed and facility. It presents the great music of all time. It uses the eye of imagination in the ancient art of storytelling with felicity and grace."

Mr. Barry felt that radio must learn to share the home with TV, but that "no single medium can ever completely hold the interest of everybody, whether it be TV, bridge, baseball or radio. And radio's future will be secure with the aggressive programming we intend to continue and expand."

WHILE their husbands canvassed network-affiliate problems, this threesome unlimbered golf clubs. Left to right: Mrs. Harold Essex, wife of the vice president and managing director of WSJS-AM-FM Winston-Salem; Mrs. Carleton Smith, whose husband is NBC station relations vice president, and Mrs. Niles Trammell, wife of the NBC board chairman.

Registration at Boca Raton

Mr. & Mrs. F. L. Allman, WSVA Harrisonburg, Va.; Mr. & Mrs. Campbell Arnoux, WTAR Norfolk; Ray Baker, KOMO Seattle; Mr. & Mrs. David Baltimore, WSCR Scranton, Pa.; Louis G. Baltimore, WBRE Wilkes-Barre, Pa.; Tom Barnes, WDAY Fargo, N. D.; Paul R. Bartlett, KERO Bakersfield, Calif.; Mr. & Mrs. Joseph Baudino, Westinghouse Stations; Mr. & Mrs. E. V. Baxter, KOAM Pittsburg, Kans.; Mr. & Mrs. Ernest Black, WBML Macon, Ga.; Mr. & Mrs. Walter Bowry Jr., WMBG Richmond; Mr. & Mrs. Douglass Bradham, WTMA Charleston, S. C.; W. C. Bridges, WEBC Duluth, Minn.; Mr. & Mrs. George Burbach, KSD St. Louis; Mr. & Mrs. Harry C. Butcher, KIST Santa Barbara, Calif.; Mr. & Mrs. Martin B. Campbell, WFAA Dallas.

James Carmine, WPTZ (TV) Philadelphia; Mr. & Mrs. C. C. Clements, KSYM Mankato, Minn.; Mr. & Mrs. George Clinton, WGKV Clarksburg, W. Va.; H Quenton Cox KGW Portland, Ore.; Dan Crosland, WCRS Greenwood, S. C.; J. Roy Dabadie, WJBO Baton Rouge; Mr. & Mrs. Howard Dall, WKBH LaCrosse, Wis.; Walter Damm, WTMJ Milwaukee; Mr. & Mrs. Harben Daniel, WSAV Savannah; A. W. Dannenbaum, WPTZ Philadelphia; Mr. & Mrs. Aldo DeDominicis, WNHC-TV New Haven; Don DeGroot, WWJ Detroit; Mr. & Mrs. Lyle DeMoss, WOW Omaha; John DeWitt Jr., WSM Nashville, Tenn.; Mr. & Mrs. Gene DeYoung, KERO Bakersfield, Calif.

Mr. & Mrs. Victor C. Diehm, WAZL Hazleton, Pa.; R. O. Dunning, KHQ Spokane; R. E. Dunville, WLW Cincinnati; T. W. Duvall, KGBX Springfield, Mo.; Mr. & Mrs. W. M. Eikner, KRIS Corpus Christi, Tex.; Mr. & Mrs. Harold Essex, WSJS Winston-Salem, N. C.; Mr. & Mrs. Ralph Evans, WOC Davenport, Iowa; Mr. & Mrs. P. K. Ewing Sr., WGRM Greenwood, Miss.; Mr. & Mrs. S. Fantle Jr., KELO Sioux Falls, S. D.; William Fay, WHAM Rochester, N. Y.; Mr. & Mrs. Douglas Featherstone, WCRS Greenwood, S. C.; Robert Fidlar, WIOD Miami, Fla.

Mr. & Mrs. Howard Finch, WJIM Lansing, Mich.; O. W. Fisher, KOMO Seattle; Mr. & Mrs. Dean Fitzer, WDAF Kansas City, Mo.; Mr. & Mrs. F. E. Fitzsimonds, KFYR Bismarck, N. D.; Mr. & Mrs. Horace Fitzpatrick, WSLS Roanoke, Va.; Mr. & Mrs. James Fletcher, KFAR Fairbanks, Alaska; Mr. & Mrs. Frank Fogarty, WOW Omaha; Mr. & Mrs. Milton Fox, KSYL Alexandria, La.; Mr. & Mrs. S. S. Fox, KDYL Salt Lake City; Mr. & Mrs. Harold W. Fulton, WHO Des Moines; Mr. & Mrs. J. B. Fuqua, WJBF Augusta, Ga.; Mr. & Mrs. George P. Gable, WFBG Altoona, Pa.

Mr. & Mrs. G. David Gentling, KROC Rochester, Minn.; Earle G. Gluck, WSOC Charlotte, N. C.; Mr. & Mrs. Paul H. Goldman, KNOE Monroe, La.; Mr. & Mrs. Clarence Graham, WHIZ Zanesville, Ohio; Mr. & Mrs. John Graham, WHIZ Zanesville, Ohio; Truman Green, WFLA Tampa, Fla.; Mr. & Mrs. Milton Greenebaum, WSAM Saginaw, Mich.; George O. Griffith, WJAR Providence; Mr. & Mrs. Harold Gross, WJIM Lansing, Mich.

Mr. & Mrs. J. Robert Gulick, WGAL Lancaster, Pa.; Allen Haid, WSPD Toledo; Payson Hall, WOW Omaha; C. P. Hamann, WBRC Birmingham; Charles F. Hamilton, KFI Los Angeles; Mrs. Eloise S. Hanna, WBRC; R. B. Hanna, WGY Schenectady; Vernon Hanson, KCRA Sacramento; Thomas Harker, Fort Industry Co.; Mr. & Mrs. Jack Harris, KPRC Houston; George W. Harvey, WFLA Tampa; Mr. & Mrs. Wilbur M. Havens, WMBG Richmond, Va.; Mr. & Mrs. Carl Raymond, Yakima, Wash.; Abe Herman, WBAP Fort Worth; Mr. & Mrs. Eugene D. Hill, WORZ Orlando;

(Continued on page 78)

Sears Roebuck Spots

SEARS-ROEBUCK & Co., through its local outlets, has planned saturation campaigns for five stations, all of which will use World Broadcasting System productions, during next three weeks. WJON St. Cloud, Minn.; WNDB Daytona Beach, Fla., and WKST New Castle, Pa., will carry Christmas shopping day jingles, while WBSR Pensacola, Fla., will broadcast Santa Claus jingles. KODY North Platte, Neb., will carry the Christmas shopping bag series of 21 half-hour programs.

THE FORT INDUSTRY CO.

announces the appointment of

ROBERT C. WOOD

as Midwest National Sales Manager

MIDWEST NATIONAL SALES HEADQUARTERS:

230 NORTH MICHIGAN

FRANKLIN 2-6498

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va. • **WAGA**, Atlanta, Ga.
WGBS, Miami, Fla. • **WJBK**, Detroit, Mich. • **WSAI**, Cincinnati, O.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga. • **KEYL-TV**, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:

488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

Advertising

Never before has an advertising medium *guaranteed* that *your message* would receive attention . . . until now.

For decades, advertisers have bought media on the basis of the number of times that an advertisement *might be* read (or heard) . . . not the number of times that it *would be.*

Publications offer "guaranteed circulation" but no guarantee of the attention that will be given to *your ad.*

Today, NBC Radio invites your participation in a plan which guarantees that your advertisement will be heard in American homes 5,300,000 times each week at the low, low cost of $2.75 per thousand.

**Based on Nielsen Radio Index . . . a measurement of the specific minute your advertisement is on the air.*

attention

guaranteed

Significantly, this announcement is made as NBC begins its second quarter-century of leadership in the industry.

There is no if, and, or but about this plan. The Nielsen Audit Bureau,* a division of the A. C. Nielsen Company, will audit and certify the number of times your commercial is heard each week.

If, according to Nielsen's audit, your commercial is heard less than an average of 5,300,000 times weekly, you get a pro-rata refund at the end of 13 weeks. Delivered messages in excess of 5,300,000 are bonus.

The "guaranteed circulation" of the nation's biggest weekly magazine is 5,200,000 and the cost to you for just the "opportunity" to get attention in this magazine is $3.48 per thousand for a black-and-white page. You pay $3.48 for 1000 *chances* to have your ad read. Compare this with NBC Radio's $2.75 *guarantee* that your ad *will be heard.*

• • •

Three leading network programs are yours to sponsor in this plan. Your cost of sponsoring all three jointly with two other advertisers is only $14,600 per week, including time and talent. You get a one-minute commercial plus opening and closing "billboards" in each show.

Only three advertisers can participate at this time . . . the first three that sign.

NBC

radio network

Where people sell better than paper

a service of Radio Corporation of America

Political Time

(Continued from page 29)

315 of the Communications Act forbids political censorship. This view was upheld by the U. S. District Court in Philadelphia, but reversed by the U. S. Court of Appeals.

Several weeks ago the Commission made clear that when Section 315 referred to a "legally qualified candidate for any public office," it meant a candidate who could be voted for [B•T, Nov. 19]. The definition was made in a letter to Arnold Peterson, national secretary of the Socialist Labor Party, who had complained that WHBC Canton, Ohio, refused to permit its candidate on the air in the 1950 election. The Commission said that since the Socialist Labor candidate was not on the ballot and that if his name was written in, the ballot would be invalidated, he was not a "legally qualified candidate."

Generally speaking, the FCC's latest ruling on political broadcasts still leaves the broadcaster in a quandary. If he permits a candidate to speak over his station, he must not only permit all other candidates the same privilege under the same conditions, but he cannot censor any of them. He can, if he wants to, forbid all candidates the use of his station—but he is not sure this is the best means of handling the problem. Just how far to go and still meet his "public service responsibilities" is as much beclouded as it was before. [See "How to Stay Out of Jail," B•T, Nov. 19].

City Dwellers

(Continued from page 32)

RANK	Urbanized Area	Population
123	Beaumont, Tex.	94,169
124	Macon, Ga.	93,499
125	Johnstown, Pa.	93,354
126	Waco, Tex.	92,834
127	Pontiac, Mich.	92,573
128	Winston-Salem, N. C.	92,477
129	Brockton, Mass.	92,116
130	Sioux City, Iowa	90,101
131	Topeka, Kans.	89,104
132	Augusta, Ga.	87,733
133	Altoona, Pa.	86,614
134	Muskegon, Mich.	85,245
135	Manchester, N. H.	84,918
136	Waterloo, Iowa	84,386
137	Greensboro, N. C.	83,412
138	Kalamazoo, Mich.	83,332
139	St. Joseph, Mo.	82,290
140	Springfield, Ohio	82,284
141	Port Arthur, Tex.	82,150
142	York, Pa.	78,796
143	Cedar Rapids, Iowa	78,212
144	Terre Haute, Ind.	78,028
145	Racine, Wis.	76,537
146	Lancaster, Pa.	76,280
147	Springfield, Mo.	75,549
148	Amarillo, Tex.	74,443
149	Decatur, Ill.	73,713
150	Durham, N. C.	73,368
151	Pueblo, Colo.	73,247
152	Orlando, Fla.	73,163
153	Galveston, Tex.	71,527
154	Raleigh, N. C.	68,743
155	Hamilton, Ohio	63,270
156	Asheville, N. C.	58,437
157	Fort Smith, Ark.	56,046

ALL-CHICAGO finals of "I Speak for Democracy" contest were conducted in studios of WLS Chicago, which acted as host to contestants, judges and the sponsor, the Chicago Junior Assn. of Commerce and Industry. The Illinois winner will compete in the national Voice of Democracy contest.

Upcoming

Dec. 3: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.

Dec. 4-6: School Broadcast Conference, 15th annual meeting, Hotel Sherman, Chicago.

Dec. 5-7: NARTB Board of Directors, Washington.

Dec. 7-9: Television Authority Convention, Park Sheraton Hotel, New York.

Dec. 10: Columbia Affiliates Advisory Board meeting, Districts 4, 5, and 8, Hotel Roosevelt, New Orleans.

Dec. 13: Columbia Affiliates Advisory Board meeting, District 7, Muehlebach Hotel, Kansas City.

Dec. 27-29: American Marketing Assn., winter conference, Hotel Kenmore, Boston.

1952

Jan. 7-10: Retail Dry Goods Assn., 41st annual convention, Hotel Statler, New York.

Jan. 8: Second session of the 82d Congress of the U.S. begins.

Jan. 15: FCC-Paramount hearing, Washington.

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.

Jan. 21-26: American Institute of Electrical Engineers, winter general meeting, Hotel Statler, New York.

Defense Drill

NEW York City broadcasters gave full cooperation to the city's civil defense organization during the city-wide aid raid drill last Wednesday morning. Alerted at 10:33 a.m. by a series of beeps sent over a special line to all the city's radio and TV stations from WNYC, municipally owned station, they all faded out their regular programs for the ten-minute duration of the drill, substituting a special broadcast including address by Mayor Vincent R. Impellitteri.

NBC's TV Future

(Continued from page 27)

that NBC-TV plans both to acquire more box-office personalities and to develop new talent as stars of the future.

"NBC-TV from the start has sought the best," he said, noting that this search has extended to new talent and to established name stars.

"In order to attract this vast array of top marquee talent we have done more than just offer money," Mr. Sarnoff declared. "We have developed vehicles and formulae that make it possible for the artists to perform to their best advantage."

Turning to color television, NBC Financial Vice President Joseph V. Heffernan let it be known that the RCA-NBC drive for a compatible system "is by no means over."

Current tests in New York and Washington, he said, have demonstrated the soundness of the compatible system and have elicited favorable comment as to "the high quality of our color" reproduction, the flesh tones, and the quality of outdoor pickups "in all kinds of weather without artificial lighting."

He said that when RCA advertised in New York newspapers asking the public to judge the compatibility of the RCA color system, the response "was striking." He reported that "thousands and thousands of postcards were received saying that the picture the public saw on their own sets from our color signal was as good or better than the pictures they ordinarily saw from standard black-and-white transmission."

Mr. Heffernan continued:

"We have had our arduous period of experimentation. But we have had our accomplishments, too. I want to say a . . . word of my pride in these accomplishments. The RCA compatible color television system itself is the outstanding one. And the RCA tri-color tube is its brilliant counterpart. . . . But most of all I am proud of the courage our people have displayed in the color fight."

Mr. Heffernan voiced confidence that "color will attract new advertisers whose products cannot now be fully appreciated in black-and-white" and that "present sponsors will welcome the fresh and original appeal that color will offer."

Meanwhile, NBC-TV's plans for opening up additional morning hours for black-and-white programming were announced to the affiliates by Frederic W. Wile Jr., vice president in charge of television production.

He said the new morning schedule will be as follows: Monday through Friday, starting Jan. 7, 10-10:30 a.m., *Mel Martin Show* from WLWT (TV) Cincinnati; 10:30-11:30 a.m., film drama with new male personality as host; 11:30-11:45 a.m., Dave Willock and Cliff Arquette from Hollywood; 11:45-12 noon, Richard Harkness newscast from Washington; 12 noon-12:30 p.m., Ruth Lyons from WLWT, already on the air; 12:30-1 p.m., Ralph Edwards from Hollywood.

This schedule is in addition to the recently announced new 2½-hour morning schedule.

CHRISTMAS P.I.s

Deals Underway Again

"CHRISTMAS is just around the corner," the Hollywood firm of Peterson, Schafer & Buck Agency Inc., wants a vast number of listeners to know.

And if they'll dish up one little dollar, a radio station's coffers will be richer by 25 cents, under terms of an offer by the agency.

All stations need do for this P. I. fortune is run a terse 650-word announcement about an "introductory offer" of Hollywood Records. The listener is promised a set of records containing eight Christmas carols sung by the Hollywood Choraliers and the Cheerleaders.

"Ordinarily you'd expect to pay as much as five dollars for a set like this," the offer explains well up front in the terse 650-word announcement.

Then there's this unique bonus: "Pack them away with your Christmas trimmings each year and the next year you'll have them all ready to play through another Christmas season."

For lovers of unique offers, Lewin, Williams & Saylor, New York, has a plan that brought varied reactions from Jerome Sill, general manager of WMIL Milwaukee.

Under this plan, Telegift Inc. has teamed up with Western Union and about a hundred department stores to send gifts by wire. Telegift Inc. found in a test campaign placed by Lewin, Williams & Saylor that "radio outpulled newspapers by a wide margin."

Telegift Inc., according to the agency's letter, has authorized it to pay the station 7½% of the retail price of each sale produced by the station.

In writing WMIL, the agency's executive vice president, Sidney Matthew Weiss, said in the second paragraph, "We have neither sought nor would we handle the type of account that paid for its advertising on a P. I. basis."

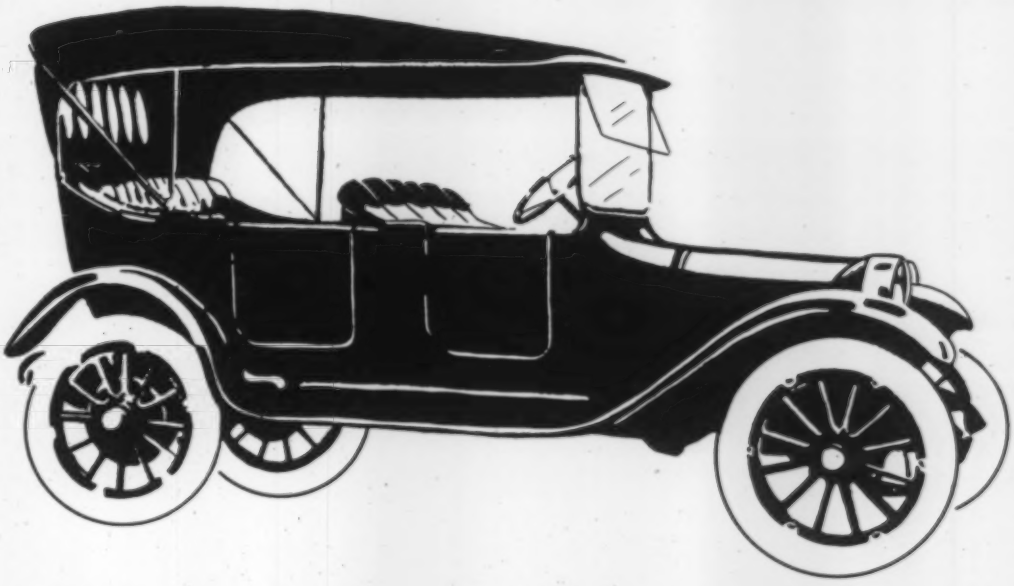
After explaining the Telegift formula, Mr. Weiss then devotes six paragraphs to, "How your station would benefit from a P. I. arrangement."

Mr. Sill found "several things wrong" with the letter.

"In the first place," he wrote, "a radio station is not in the business of financing clients, which is about what your deal adds up to. In the second place, as far as we are concerned, we do not accept P. I. deals. In the third place, you talk about running these spots in open time. It would have to be a pretty sorry radio station that had open time at this period of the year."

Curtis O. Liles of WMLS Sylacauga, Ala., had some pointed observations on a proposal of Walker Saussy Adv., New Orleans. He wrote the agency in this vein: "Have you stopped to consider the fact that if I showed my present advertisers and any advertiser who has been on my station within the last 18 months (the last schedule placed with us by your agency was over 18 months ago) the courtesy you request, it would be necessary for me to broadcast 18 hours on Christmas day and that would be quite impossible since I operate a daytime station."

NEW subscriber to services of the Broadcast Advertising Bureau is WIRE Indianapolis. All five Indianapolis stations are now members of the group.



You're too smart...

. . . to pay $3,000 for a 1914 automobile. Yet once upon a time some models did cost that much . . . and they were worth it — then!

Radio time buying, too, is a new science today — at least in Milwaukee. Rates have changed and audiences, too. Be sure you are getting a modern value in the Milwaukee market. Buy WEMP!

For $50, $75, $100, $150 or more you can buy
2 times the audience of Network Station #1
2½ times the audience of Network Station #2

	NUMBER	COST PER WEEK	TOT. WEEKLY HOOPER
WEMP	14 100-Word Spots	$108.00	57.3
Net Station #1	5 100-Word Spots	$122.50	33.0
Net Station #2	5 100-Word Spots	$116.20	24.0

Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation's strongest independent stations!

*Based on best rated periods, 8:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.

WEMP
1340 ON YOUR DIAL
WEMP-FM CHANNEL 231

24 HOURS OF MUSIC, NEWS AND SPORTS
Hugh Boice, Gen. Mgr. HEADLEY REED, Nat. Rep.

KSL REVAMPS

Halliday, Murdoch Named

IN AN expansion of Radio Service Corp. of Utah (KSL-AM-TV Salt Lake City), the posts of top executives have been realigned, according to Ivor Sharp, executive vice president, and C. Richard Evans, vice president.

Eugene M. Halliday, KSL-TV sales manager, has been named manager of KSL, and D. Lennox Murdoch, director of TV operations, has been appointed manager of KSL-TV.

Frank B. McLatchy, KSL's sales manager, has been made manager of a regional network now under formation by Radio Service, it was announced. Melvin B. Wright was named merchandising director for the network. He is also merchandising director of KSL.

In other changes, Joseph A. Kjar was named program director of KSL; Curtis C. Neilson, chief engineer, and Alfred I. Biorge, sales manager. Former posts held were assistant program director, assistant chief engineer and account executive, respectively.

Further Promotions

At KSL-TV, Edward B. (Ted) Kimball, program director of the AM operation, and Scott R. Clawson, director of TV film services, were appointed sales manager and production director, respectively.

Unchanged are the posts of Paul S. Dixon, corporation's comptroller, Wayne Kearl, promotion manager of KSL, and Elvon W. Orme, the regional network's farm director.

STEPHAN RAISED

To A & R Partnership

MILTON J. STEPHAN, radio and television director of Allen & Reynolds, Omaha, has been made a partner in the advertising agency upon retirement of Earl H. Allen, it was announced last week.

Mr. Stephan

Mr. Stephan joined A & R in 1948 from KBON Omaha where he was continuity director. In the new partnership, he continues in charge of all of the agency's radio and television.

Original and senior partners in the agency are Milton H. Reynolds and Karl M. Joens. Additional executives named as partners were Robert H. Reynolds, Quentin H. Moore and Helen Moeller. The firm continues under its current name at its present offices, 1300 Woodmen of the World Bldg., Omaha.

Mr. Allen, a senior partner, retires after having been with the agency he founded since 1931.

← Mr. MURDOCH Mr. HALLIDAY Mr. McLATCHY

LEE ESTATE

Craig Again Files 'New Will' Plea

TWO DOCUMENTS designed to block distribution of Thomas S. Lee's $12,500,000 estate until full investigation determines whether a 1945 will exists [B•T, Nov. 19], is on file in Los Angeles Superior Court.

They were filed Nov. 20 in behalf of Hal Craig, who earlier declared that he, along with several other persons, were mentioned as heirs in the missing will.

Mr. Craig was identified as a Honolulu automobile distributor and friend for many years of Thomas Lee and his late father Don Lee, founder of the broadcast- and automobile distributing fortune. Mr. Craig made a futile attempt Nov. 16 in Superior Judge Newcomb Condee's court to block distribution of the estate, which was left to R. Dwight Merrill, 82-year-old Seattle lumberman and uncle-by-marriage of Mr. Lee in a 26-word will dated Dec. 6, 1934, "to divide as he sees fit."

Mr. Merrill was in court to receive permission to distribute the estate in accordance with wishes of Mr. Lee [B•T, Nov. 26]. Taking nothing for himself, Mr. Merrill, received court sanction to give half of the estate in equal shares to 10 relatives of his late nephew and the other half in equal shares to his own five grandchildren.

Asks Investigation

Documents filed in Mr. Craig's behalf, however, asked the court to halt all distribution, including $1,500,000 already approved. He demanded further that the court instruct Public Administrator Ben H. Brown, who has been administrating the estate, to conduct an investigation and search for the missing will.

In an affidavit filed with the petition, Mr. Craig declared he saw the will, written entirely in Mr. Lee's hand and dated about Jan. 15, 1945. It was shown to him by Mr. Lee, he declared.

Mr. Craig recalled that some two dozen persons were named beneficiaries under this missing will. He said in the affidavit he could only recall offhand about eight mentioned. Included was Willet H. Brown, now president of Don Lee Broadcasting System, who was left $1,500,000. Others he identified as Jim Lee and a Mr. Musgrave, who were bequeathed $175,000 each.

Affidavit further declared Mr. and Mrs. Sy Hunt, household employes, were to receive $30,000 each, and a housekeeper, whose name he couldn't recall, was to benefit by $10,000. Mr. Craig added the will contained a $25,000 bequest in his own favor.

Remainder of the estate, after all specific bequests to friends and relatives, was left to the Children's Hospital "on Sunset Blvd," the affidavit further set forth.

The missing will, Mr. Craig concluded, named California Bank's trust department as executor. No mention was made in the 1945 will, Mr. Craig assured the court, of Mr. Merrill or Mrs. Nora Patee, maternal aunt of Mr. Lee.

Legal move to halt distribution of the estate was made by Mr. Craig through his attorney, John E. Prater, who appeared in court for the first time Nov. 16. Mr. Prater said that in event existence of a later will can be shown, petition will be filed for its admission to probate.

When Mr. Craig, through his attorney Nov. 16 requested more time to search for the missing will, Judge Condee held that sufficient time had already been accorded anyone wishing to take such action. He rejected Mr. Craig's "eleventh hour" plea.

DROPS 20-YR. SHOW

'Carnation Contented Hour'

IN A "realignment" of its advertising budget, the Carnation Co., Los Angeles (Carnation Evaporated Milk), last week cancelled its 20-year-old CBS *Carnation Contented Hour*, effective Dec. 30. The Sunday half-hour musical program represented an expenditure of approximately $15,000 weekly by the firm.

According to a spokesman for the Carnation agency, Erwin, Wasey & Co., Los Angeles, no definite plans have been set for the channelling of these funds, although it is thought that a good portion of it will go into television. The firm currently sponsors the CBS *Burns and Allen* show on alternate weeks on behalf of its evaporated milk.

NEW TEX. GROUP

'TeePee' Stations Formed

FORMATION of a new three-station "sales package" in West Texas was announced last week by James E. Stanton, general manager of KFDL Floydada.

In addition to KFDL, the group will include KPAN Hereford and KVMC Colorado City. The trio will be known as the Texas Plains (TeePee) Stations.

The TeePee rate card will be in the form of a tepee and will carry market statistics on the 42 counties that lie within the primary signal range of one or more of the three stations.

TeePee rates will be about 20% lower than the sum of the individual rates of the three stations and all availabilities, contracts, performance affidavits, billing and traffic on spot schedules will be handled through the KFDL office, P. O. Box 955, Floydada, Tex.

Robert S. Keller Inc., New York City, will handle national sales promotion.

Principal owners of the TeePee stations are Marshall Formby, of KPAN and KFLD, and Eldon Mahon, of KVMC. Station managers are Clint Formby, KPAN; Len Sucher, KFLD, and Walter Grubbs, KVMC.

Trade Rules

TRADE practice rules governing radio and other media representations in the cosmetic and toilet preparations industry were issued by the Federal Trade Commission last Thursday. The proposed rules would make it an "unfair trade practice to use . . . any false, untrue or deceptive statement, representation, guarantee, warranty, testimonial, or endorsement, by way of advertising (through radio or any medium)" which would mislead purchasers.

YULE PROJECT

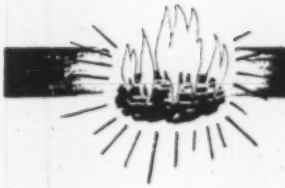
WRUN Makes Tapes for GIs

TAPE recordings for Christmas will be sent to 40 Korean servicemen of the Mohawk Valley area under a drive set in motion by WRUN Utica-Rome, N. Y.

Parents of the GIs are being asked to make the recordings at WRUN studios in time for shipment to Korea. Civic leaders also are encouraged to participate. Two blank tapes will accompany each tape—one for personal messages from servicemen to loved ones, the other for public presentation.

The idea was pressed into action after appeals for collection of toys to be distributed to Korean children at Christmas time. A captain in Korea made the request, which was given wide display in Rome and Utica.

WRUN hopes to launch a long-range tape plan covering all men in Korea if successful.



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

36 MILLION TONS THIS YEAR VS. 3 MILLION TONS LAST YEAR.

Overseas exports of U. S. coal, principally to Europe, exceeded 24 million net tons for the first 9 months this year, and are continuing to climb. In September, overseas coal loadings passed the 4-million-ton mark. The total for the year is now expected to reach 36 million net tons exported to destinations overseas. Last year, exports overseas of U. S. coal amounted to less than 3 million tons. The enormous difference bespeaks the coal deficiencies in the Atlantic Pact countries, which the United States is being called upon to make up.

TVA'S NEW ELECTRIC POWER PLANTS TO BURN COAL.

TVA is embarking upon a construction program designed to double its electric power capacity. At present only about 14 per cent of TVA power comes from steam-generating plants; the rest is water power. But of the new capacity aggregating almost 3 million kilowatt-hours which are to be added in the next 2 years, about 2 million will be steam-capacity fueled with coal. The Federal Power Commission has vetoed a gas pipeline proposal that was intended to supply natural gas as part of the fuel for TVA's huge new plant now being built at Johnsonville, Tenn. The FPC held that the coal available was ample.

STEEL CAPACITY INCREASED 17 MILLION TONS A YEAR.

Since Korea, America has increased its steel output by 17 million tons a year. Only part of this greater capacity is due to new steel mills. Much of the increased tonnage has come through manufacturing developments, including the use of better coking coal. Great advances have been made in coal preparation, and studies show that this better-prepared coal produces a coke that makes steel faster and more economically. Other coal users, such as industrial power and commercial heating plants, have also increased their efficiency and economy by using coal specifically tailored for their needs by modern preparation plants.

FIRST LIGNITE RESEARCH LABORATORY OPENED.

The nation's first lignite research laboratory was recently opened at Grand Forks, North Dakota—forecasting lignite's future as one of America's most valuable resources. As better ways of processing and utilizing lignite are found, lignite's importance will grow, both as a fuel and as a source of synthetic petroleum products and chemicals. North Dakota alone has over 300 billion tons of recoverable lignite.

BITUMINOUS COAL INSTITUTE

A Department of National Coal Association

320 Southern Building, Washington, D. C.

The 1951 edition of the *Bituminous Coal Annual* is just off the press—authoritative, complete, factual—recognized as one of the nation's finest industrial publications. If you haven't yet received your copy, write today.

the strongest

It takes *roots of a different kind*, for the youngest tree in the grove to become the largest of all.

Mutual, largest of all radio networks for the past 12 years, owes its stature to a unique root-structure: 552 affiliated stations in 48 states—nearly twice the size of the next-largest network.

During the heavy weather of the past three years, the penetrating grip of these roots has provided Mutual clients with plus-benefits available in no other medium.

st root-structure in all advertising

To present and prospective clients, Mutual promises an ever-greater yield from this thriving root-system. (Already, Nielsen reports more family-listening to sponsored shows on MBS, 1st 8 months of '51 vs. '50.)

To the individual stations that make this promise possible, Mutual pledges ever-stronger network service. (We are now adding 10 M-G-M all-star shows, full network, 6 evening hours every week, starting December, '51.)

And to other networks lately engrossed in plans for adoption of the Mutual pattern, we offer all good wishes. (All rights reserved, however, on *unmatchable combination* of MBS plusses: flexibility, economy, TV-resistance, etc.)

THE 552 AFFILIATED STATIONS OF

the mutual network

XUM

RADIO FARM directors winning safety awards from the National Safety Council during their sixth annual convention in Chicago included (l to r, seated) Herb Plambeck, WHO Des Moines; Pete Peterson, WNAX Yankton; Edwin Slusarczyk, WIBX Utica, N. Y.; Alvin Bauer, KPOJ Portland, Ore.; Dix Harper, WIBC Indianapolis; Bob Nance, WIOU Kokomo, Ind.; (standing, l to r) Lloyd Evans, KWTO Springfield, Mo.; Malcolm McCormack, WBZ-AM-TV Boston; John Chase, WHFB Benton Harbor, Mich.; Raymond Wolf, KUOM Minneapolis; Oscar Cooley, conductor of *Farm Bureau* on WIBC Indianapolis; Harold J. Schmitz, KFEQ St. Joseph, Mo.; Paul Visser, NBC Chicago, and Paul Jones, Council director of public information who presented awards. Twelve of the 14 winners are pictured. Others are KLBM La Grande, Ore., and KELD El Dorado, Ark.

* * *

FARM DIRECTORS

Study Service Programming

RADIO FARM directors agreed last week to work astride a "three-legged stool" in the interests of the sponsor, the agricultural and home economics colleges, and the farmer and homemaker.

Meeting in Chicago's Conrad Hilton Hotel for their sixth annual convention, the radio farm directors heard farmers, housewives, college professors, agency men and sponsors suggest how they might best serve each element within the business of farm service and product selling via radio and television programs.

Some 150 of the 250 National Assn. of Radio Farm Directors members met for a two-day convention Nov. 24-25 as they visited Chicago for the International Livestock Exposition at the Amphitheatre.

Election of Officers

Sam Schneider of KVOO Tulsa was elected president of the group, in which he was a charter member, succeeding Phil Alampi, WJZ New York. Mr. Schneider has been at KVOO 10 years and in radio 14 years. He operates three ranches and one farm, totalling 11,600 acres, for KVOO near Tulsa. Working with him for a year are Bob Miller of WRFD Worthington, Ohio, vice president, and Mal Hansen, WOW Omaha, secretary-treasurer. Mr. Schneider served as secretary-treasurer during the past year.

The week-end session came to a close Sunday afternoon with a panel discussion centering on the theme, "How can farm broadcasters better serve the sponsor, the college of agriculture and home economics, and the farmer and homemaker?"

The sponsor-agency panel was moderated by Larry Haeg, WCCO Minneapolis, who introduced Arthur Meyerhoff, owner of the Chicago agency of the same name; Marshall Smith, director of radio promotion for Gardner Advertising, St. Louis, and James Gillie, advertising manager, Thurston Chemical Co., Joplin, Mo.

Charging that most radio people "seem to think farmers prefer hillbilly music to solid, usable information," Mr. Meyerhoff said radio people themselves are more interested in such entertainment than in farm information because they are mainly in show business.

"Listening to entertainment is superficial, and the commercial brings the same response. I would rather settle for a smaller but more effective audience sales-wise, combining informational talk with commercial talk rather than music with a spoken commercial."

Radio does its best selling job when the farmer is given information he can use, Mr. Meyerhoff said, adding "it is not easy to get the idea over to the farmer, but it pays off when you do." He recommended constant repetition of a basic idea, in commercial as well as editorial matter, claiming the best results for either come between six months and a year after the message has been introduced.

"The big people in the advertising business keep the same message, selling the same point. The amateurs want a new idea every day. An idea can't take hold with only a few exposures." He suggested farm directors "take a couple of simple informational themes and pound away," choosing data which is needed and can be used by the listener.

Selling is a part of the radio farm director's job, in the opinion of Mr. Gillie of Thurston Chemical. Asserting that many station salesmen and advertising agency representatives know little about farming or the product which sponsors a farm show, he suggested the farm directors work closely with the sales staff in the initial sales presentation and report directly to the client as to what the farm director is doing after the show is on the air.

"We seek direct contact with you, because you can be the eyes and ears of a commercial company, particularly a small one," Mr. Gillie said.

Both he and Mr. Smith of Gardner Advertising recommended that farm directors meet the sponsor's field and district representatives. Mr. Smith claimed salesmen "don't know much about farm service programming and the personality they are selling." Seeking a working relationship between the radio farm director and the salesmen on farm service shows, Mr. Smith also asked the farm director to "help keep the show sold." He accused salesmen of forgetting about an account after the contract is signed.

He saw a "lack of new ideas" in the entire structure of farm service programming and asked for "new approaches" which will add to the standard farm program features of weather-markets-government bulletins. He reported television as "making inroads on large regional stations," with the result that Class A time periods are opening up for farm broadcasts.

Two farm couples from Illinois and Wisconsin earlier in the afternoon outlined their reaction to broadcasts for the farmer and the homemaker, charging radio farm directors too often "look down" upon the farmer and consider him a different "breed" from a city dweller. They seek more factual information which can be used to make more money, less generalities, no talking down, guest speakers with practical as well as academic experience and data which can be digested quickly and easily without the broadcast of long, complicated government bulletins.

Suggest Selling Job

Kathleen E. Stephenson, a home demonstration agent for Wetzel County, West Virginia, and John Murray, farm program director at WILL Urbana, suggested the radio farm director sell himself and his services to the county agricultural and home economics agents. Frank Atwood, a farm program director of WTIC Hartford, suggested the farm director sell ideas as well as products and help bring the city and country closer together. "Keep on talking to the farmers, but let the city people listen in."

The panels were moderated by Jack Jackson, KCMO Kansas City, and Roy Battles, WLW Cincinnati.

Herb Plambeck, WHO Des Moines, chairman of the wire services committee, suggested in his report that the services make several improvements in farm and market coverage. Among his recommendations were that they shorten wire copy, send out more local and regional stories, give additional background material on market trends, move market material earlier, give coverage to all national farm meetings, eliminate much of the "rehash" of Washington and U. S.

(Continued on page 68)

* * *

NEW OFFICERS of the National Assn. of Radio Farm Directors for a one-year term are (l to r) Mal Hansen, WOW Omaha, secretary-treasurer, Sam Schneider, KVOO Tulsa, president, and Bob Miller, WRFD Worthington, Ohio, vice president. They were elected at the annual convention in Chicago.

WORLD'S BIGGEST SQUEEZE!

If you drive a car, a truck or a bus—
You're in the middle of the world's biggest squeeze.

You know what they say . . .
"The U.S.A.'s a nation on wheels."

No argument there. Fifty million motor vehicles—all trying to get somewhere—certainly makes us a nation on wheels.

Trouble is—we're trying to roll those vehicles over main roads designed for less than *half* the traffic.

So, from coast to coast, you're in the middle of the world's biggest squeeze.

Millions of times a day, the wheels of our vehicles are stopped dead. Locked in the greatest traffic jam on earth.

And as it gets worse instead of better, the toll of deaths, injuries and accidents is rocketing to shocking levels.

What's the answer, then? Stop building cars, trucks and busses? Naturally not. Unless we want to halt all progress.

The answer is adequate highways to keep pace with our growth. Highways designed for *today's modern* vehicles. Main roads that let us move the way we want to move—comfortably, at reasonable speeds, in safety. Main roads that give us a reasonable return on our investment. Highways that let us get the most for the billions of dollars we put into our cars, trucks and busses.

We have the world's finest highway departments; the world's most efficient road-building industry; and we assess motor vehicles the taxes to pay for the world's most modern highway system.

If we all get together and plan for *action*—for highway *improvement*—for roads we can *use*—we'll get them. But it needs *everybody* who uses the highways.

And that's just about *all* of us.

It Can Be Done By Making as a National and State Project—Adequate Roads

PLEDGED TO COUNTRY'S SAFETY

THE AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.

AGENCY CHANGE

A M & W to Realign

NAME of Aubrey, Moore & Wallace Agency, Chicago, will be changed Jan. 1 to Aubrey, Finlay, Marley & Hodgson Inc., coupled with a change in executives' status.

James T. Aubrey, president of the agency since it was established in 1923, said last week he will become board chairman and chief executive officer, with John Finlay, who has been with the agency since 1925 and a vice president since 1933, serving as president.

Robert C. Marley, H. Earl Hodgson, Leonard Krick, Richard Fechheimer and D. R. Collins, all employed now by the agency, have been named vice presidents. A. E. Ferngren, now secretary, will become treasurer. Mr. Krick will also continue as general manager. Mr. Aubrey said no other changes are planned.

The agency was incorporated by Mr. Aubrey and John C. Moore in 1923, with L. T. Wallace joining them in 1933 when the name became Aubrey, Moore & Wallace. He withdrew in 1943, with Mr. Moore doing the same in 1947, but the name remained the same. Offices are on two floors of the Carbide and Carbon Bldg., 230 N. Michigan Ave.

IKE TO RUN?

Definitely—NBC's Beatty

GENERAL of the Army Dwight D. Eisenhower will leave his European command no later than February "to seek and accept" the Republican nomination for President, according to a report carried on Morgan Beatty's *News of the World* over the NBC radio network at 7:30 p.m. Tuesday.

The information was attributed to NBC's Rome correspondent, Jack Begon who has been in the Italian Capital since the end of the Second World War and who formerly published *The Rome Daily American*. Mr. Begon said the "hard and fast" decision was learned on "good authority" after the general gave the information to intimate military associates. A public announcement is expected in Lisbon at the January meeting of the North Atlantic Treaty Organization, he added.

Another NBC correspondent, John Rich, beat wire services when he reported the Korean cease-fire news in time for 8 a.m. broadcast Wednesday. At 7:30 p.m. the same day, he said the fighting was still in progress, and at 11:55 p.m., the network carried a tape he recorded of an American lieutenant relating the controversial cease-fire order to his troops.

BOARD of Directors of Philco Corp., Philadelphia have declared the regular quarterly dividend of 40 cents per share on company's common stock payable Dec. 12 to holder of record Dec. 1. Board also declared regular quarterly dividend of 93¾ cents per share on company's preferred stock.

1912 Elias I. Godofsky 1951

ELIAS I. GODOFSKY, 39, president and general manager WHLI-AM-FM Hempstead, L. I., died suddenly last Tuesday of a heart attack while driving his car on Sunrise Highway, Lynbrook, Long Island. His brother Paul Godofsky, executive vice president of the station, was with him when he was stricken.

Mr. Godofsky

Mr. Godofsky was instrumental in the founding of WHLI—said to be Long Island's first FM station—in July 1947 and has personally supervised each phase of its operation since then. His interest in community affairs and attempts to better local conditions led to several radio "editorial" campaigns in the form of documentary broadcasts, specifically with regard to appeals for improvement of conditions on the Long Island Railroad.

He first entered radio in 1940 when he became general manager of WCNW, 250 w Brooklyn independent. When the station's call letters and its location were changed to WLIB New York in 1942—power having been increased to 1 kw—Mr. Godofsky was the moving factor behind the change. He remained president and general manager of WLIB until 1944 when he sold his holdings to the *New York Post*. From 1944 until 1945 he remained with the station, although he had relinquished his management titles.

Born in Brooklyn, Mr. Godofsky attended St. John's and New York U.'s. Beginning his career as reporter for Standard News Assn., he was successively a reporter for *New York Journal* and *New York Evening Graphic*, then editor and publisher of *King's County Observer-Guide*, Brooklyn community weekly, where he remained until 1940.

Funeral services were held Thursday. Surviving are his wife, Mrs. Miriam Newman Godofsky of Brooklyn; two daughters, Laura and Marilyn; his brother, Paul, and his parents, Mr. and Mrs. Bennie G. Godofsky. Interment was at Wellwood Cementery, Pinelawn, L. I.

Wednesday Estelle M. Sternberger, commentator WLIB, broadcast a eulogy to Mr. Godofsky on daily news show. The following day WHLI cancelled its regularly-scheduled shows from 2-3 p.m. to present a memorial broadcast to the station's late president, including biographical material, special music, tributes from local community leaders, and a special eulogy presented by Rabbi Harold I. Saperstein of Temple Beth-El, Lynbrook.

N.M. AD TAX

Stations Must Pay

BROADCAST stations in New Mexico are now required to pay a 2% sales tax on all intra-state advertising receipts, according to Advertising Federation of America. The tax became effective Sept. 15 under terms of a long-pending New Mexico Supreme Court ruling in February 1950.

The court ruling reversed a lower Court decision holding broadcasting exempt from the tax because of its inter-state characteristic. The upper court took the position that a tax should be paid by stations on local advertising. Newspapers have been paying the tax on their total advertising revenue.

Rule-of-thumb formula for payment of the tax, it is understood, is based on the theory that if the sponsor is local or the program locally originated, then the tax must be paid.

SET OUTPUT

Lower This Year

PRODUCTION of radio receivers in the first 10 months of 1951 totaled 10,953,201 sets, compared to 11,974,300 for the same 1950 period, according to the monthly analysis for the industry by Radio-Television Mfrs. Assn.

Output of TV sets was 4,382,724 compared to 5,872,000 for the same 10 months last year, according to RTMA, whose estimates include both member and non-member companies.

October production of radios totaled 874,723 sets compared to 1,229,900 a year ago, with TV output of 411,867 sets compared to 838,300 a year ago.

Of radio sets produced in October, an estimated 50,065 had FM tuning facilities. Another 17,109 FM tuning circuits were included in the production of TV receivers.

Here are radio-TV production figures for the first 10 months of 1951:

	Television	Home Radios	Portables	Auto Sets
Jan.	645,716	750,289	75,294	346,799
Feb.	679,319	764,679	79,859	437,779
March (5 Weeks)	874,634	988,078	147,037	545,297
April	469,157	619,651	150,494	542,021
May	339,132	581,557	164,171	603,534
June (5 Weeks)	326,547	346,135	228,454	494,202
July	152,306	184,002	70,538	293,955
Aug.	146,705	295,587	77,568	190,252
Sept. (5 Weeks)	337,341	603,055	103,355	393,836
Oct.	411,867	513,609	94,053	267,061
Total	4,382,724	5,646,642	1,191,823	4,114,736

NAME AFA JUDGES

For Achievements Awards

JUDGES for the twelfth annual club achievement awards, sponsored by the Advertising Federation of America, were announced Tuesday to be William K. Beard Jr., president of Associated Business Publications; Reginald T. Clough, publisher of *Tide* magazine; Edward N. Mayer Jr., president of James Gray Inc.; George A. Phillips, advertising manager for Cluett, Peabody & Co., and William B. Ryan, Broadcast Advertising Bureau president.

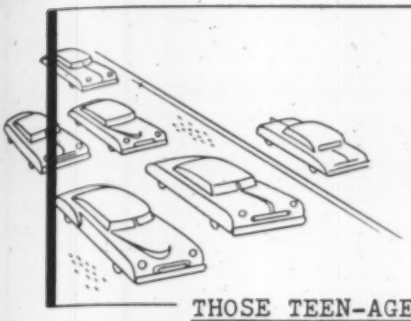
Competition for club achievement in advertising education, public service and public relations for advertising closes May 5, 1952, and awards will be presented at the 48th AFA convention, to be held in New York June 8-11.

Johnson Co. Signs

S. C. JOHNSON Co., Racine, Wis. (wax products), through Needham, Louis & Brorby, Chicago, has purchased *Bright Star*, radio series starring Irene Dunne and Fred MacMurray produced by the Frederic W. Ziv Co., for broadcast throughout Canada during the next 52 weeks.

No Name Calling

THERE'S only one Tallulah Bankhead and the star of NBC's *Big Show* and her attorneys are determined to keep it that way. Last week they won the second of what appears to be a continuing series of battles when National Newspaper Service agreed to select another name for the stenographer heroine of an NNS comic strip. Nearly two years ago the intrepid Miss Bankhead squelched a soap company with the temerity to put out a shampoo bearing her first name. Her latest victory was made particularly sweet when she learned that the comic strip gal will henceforth be called "Jezebel," name of a character portrayed in the movies by Tallulah's best hated friend, Bette Davis.



NEWS and VIEWS ON AUTOMOBILES

THOSE TEEN-AGE DRIVERS:

Washington, D. C. -- Don't scoff at teen-aged drivers until you take a look in your back yard. Maybe you're one of the millions who own teen-aged or near-teen-aged automobiles. Today more than 18 million cars are nine years or more old -- and more than nine million are 12 years old or older. Mature enough, certainly, to need replacement or good care -- dealer care.

And Those Taxes. That new car you're planning to buy actually hasn't gone up as much as you might think. It may shock you to know that 29¢ of every dollar you'll spend goes to taxes...Federal, State and local.

Want a Trip to the Moon? Let the rocket experts dream about space travel. You've had it. In one year, Americans put 316 billion miles on the speedometers of the nation's cars -- an average of 9,340 miles a year. That would equal a trip to the moon for every passenger car in the city of Los Angeles.

Or Just Staying at Home. You can roll up a lot of milage just staying inside most city limits, as a matter of fact. The average car in a metropolitan area has 41,000 miles on its speedometer, and 67% of that total went into trips for shopping and making a living -- not pleasure driving. It's a big world and cars are essential in it.

For a Spry Old Age. Actually, a car with that kind of mileage is old, even though nominally teen-aged. And it's due to the skills of the new car dealer's factory-trained mechanics that these cars are still running. More than half of all American car owners prefer to take their cars to "their new car dealers" for maintenance and repair, according to a recent study.

Without Social Security. Mature cars go into the essential supply lines of the used car market, but the really old ones have no graceful old age. Three million were actually junked last year, a record high, 58% above pre-war levels. That means more people are driving cars that are in their prime and, better still, it means more driving security.

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one of a series from the National Automobile Dealers Association—
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Director of Public Relations, N.A.D.A. 1026 17th St. N.W. Washington 6, D. C. Republic 6946

CLOSEUP of WJR Detroit's stag football party for over 150 advertisers and clients [B•T, Nov. 26] finds this congenial group. L to r: Seated, Lee Marshall, Continental Baking Co.; Edgar P. Small, Ted Bates & Co.; Leonard V. Colson, Mennen Co.; Frank Coulter Jr., Young & Rubicam; standing, Worth Kramer, vice president and general manager, WJR; Edward Petry, president, Petry & Co.; John F. Patt, president of Goodwill Stations; Gordon Gray, Goodwill's vice president in charge of the eastern sales office. Feted were friends in radio and advertising field developed during station's 25 years in radio.

WMGM-LIBERTY

Affiliation Seen Near

NEGOTIATIONS between Liberty Broadcasting System and WMGM New York aimed at an affiliation of the Metro-Goldwyn-Mayer radio station as the New York outlet of Liberty were in progress last week, with an agreement anticipated before the end of this week.

Neither James Foster, executive vice president of Liberty, who is handling negotiations for the network, nor Bertram Lebhar Jr., director of WMGM, who is representing the station, would comment last week on details of the proposed affiliation contract. It was learned, however, that discussions to date have dealt with the networking of certain WMGM programs by Liberty to its other affiliated stations as well as with WMGM's broadcasting of Liberty programs in New York.

Recent contract between Metro-Goldwyn-Mayer and MBS for the broadcast of a block of 10 nighttime programs on that network would have no bearing on the affiliation of the movie company's New York radio station with Liberty or any other network, an MBS executive said. The MBS-MGM deal, he stated, is exclusively concerned with the 10 programs the network has secured from the motion picture company and does not touch on the possible networking of programs on other networks.

One potential stumbling block to WMGM's affiliation with Liberty—a change in classification of the station by the New York Local (802) of the American Federation of Musicians, with a concomitant rise in the rate of pay for the station's 12 staff musicians—was removed when the union agreed to allow WMGM to retain its class B status on condition that its staff musicians be paid the class A rate for any musical commercials programs fed by WMGM to LBS.

AFRA VS. KCBQ

NLRB Probe Continues

LOCAL NLRB investigation into unfair labor practices charges which were filed against KCBQ San Diego by AFRA last week were continuing with no decision yet handed down.

The union filed charges last month [B•T, Nov. 12] asserting that Charles S. Salik, KCBQ president-general manager, told the station program director and only non-AFRA announcer at station not to join the union. This act, the union stated, violated the AFRA union shop contract clause held with the station.

Furthermore, the union charged Mr. Salik told staff announcers at a meeting to insist on May, 1954, as date for the length of the newly-negotiated contract, implying unfavorable consequences might result if his wishes were not complied with.

The union originally had asked for an October 1954 duration date. A Jan. 31, 1954, date was later agreed on by the four San Diego network stations, including KCBQ. This agreement reportedly preceded Mr. Salik's alleged unfair practices.

Union charges were turned over to the local NLRB hearing officer for investigation.

CBS Grid Rights

CBS has acquired exclusive radio and television rights to the Senior Bowl football games for three years. First Senior Bowl broadcast will be aired Jan. 5, 1952, from Ladd Memorial Stadium in Mobile, Ala., with lack of video transmission facilities from Mobile preventing a telecast of this game. Players in these annual contests are graduating members of senior classes throughout the country who are no longer eligible for intercollegiate football.

open mike

Ray of Sunshine

EDITOR:

I want to . . . thank you for bringing a lot of cheer to a great guy many miles away in the northern part of England on the cold, bleak shores of the North Sea. I received a letter from Stan Jr., the junior member of our firm, in which he . . . said:

"You have no idea, Dad, what a lift this magazine gives me; and it actually keeps me up-to-date on what's happening in the radio world so that I don't go stale until I can get back in the harness again after I have completed my hitch in the Air Force." . . .

Stanley G. Boynton
Stanley G. Boynton Adv.
Birmingham, Mich.

* * *

Fellows Has a Friend

EDITOR:

The fantasy by Mr. Harold Fellows [B•T, Nov. 12] was one of the finest pieces I have seen this year. I am sending the page to the editor of *Torch*, the Milwaukee Ad Club magazine. Along with my suggestion that it be reprinted in our paper, I'm suggesting that copies be made available by the Milwaukee Ad Club for mailing to all advertisers in the Wisconsin area.

Perhaps BROADCASTING • TELECASTING would like to suggest the same thing for other advertising agencies across the country.

H. Ellis Saxton
The Saxton Agency
Milwaukee

[EDITOR'S NOTE: Mr. Fellows' fantasy forecast the economic chaos that would result if all advertising in the U. S. were suddenly suspended.]

* * *

Don't Stop Now

EDITOR:

Congratulations to Bruce Anderson on his article, "The Writer's Lament" [B•T, Nov. 12]. It makes sound sense and should be read by every manager of every station. And, Mr. Editor, don't stop with one article on this subject. Advertising is salesmanship, but too few know it.

Edgar Kobak
New York

* * *

Pity the Announcer

EDITOR:

This letter is in regard to "The Writer's Lament" in your Nov. 12 issue . . . The position of copy writer is by no means the only one in radio with disadvantages in both pay and working conditions. Take a look at the man the public blames it all on. Regardless of *why* the copy is bad, the announcer, poor boy, is the sitting duck. The public doesn't say, "His copy writer isn't any good." . . . The public says, "He stinks." . . .

If the announcer takes the liberty of changing the copy so it makes sense (if it doesn't make sense to him, it sure as heck isn't going to make sense to anyone else) or so that it is deliverable (spoken word *vs.* written word) there are repercussions rivalling those on Frenchman's Flat . . .

However, a person's value to an organization is not enhanced when he (or she) looks at his (her) fellow employes and says, "Everybody gets gravy but me; I'm overworked, underpaid and unappreciated." If this is true, which is very unlikely, there is usually a very good reason why, and the reason probably lies nestled in that person's own outlook.

Bob McFadden
Assistant Program Director
KGAK Gallup, N. M.

* * *

Recommended Reading

EDITOR:

. . . We here in the [FCC] library have depended on BROADCASTING • TELECASTING (lo, these many years) not only for its accuracy but for choice of materials and real sparkle . . .

Ruth Bredekamp
Arlington, Va.

[EDITOR'S NOTE: Miss Bredekamp, legislative assistant in the FCC library, retired Dec. 1 after 17 years with the Commission.]

* * *

Objection Overruled

EDITOR:

In your recent article which appeared in the Nov. 19 issue of BROADCASTING • TELECASTING entitled "How to Stay Out of Jail," you make the following statement, to wit:

"A worse, and probably less predictable, fate awaits the broadcaster who, in conforming to federal law, puts a political candidate's libelous speech on the air and is sued in a state or local court. In such courts federal laws do not apply." . . .

It [has] been my impression that state and local laws were subordinate to federal statutes which contradicted or abrogated same and that, although a state court might have jurisdiction over a case under the laws of libel or slander, it must, nevertheless, take cognizance of and interpret, if

(Continued on page 95)

Jimmy said *two billion prayers*

"'God bless everybody!' he said...short and sweet.

"Then I kissed him goodnight, tucked him in, put out the light and went downstairs.

"That was a *big* order! Two billion people on this earth . . . and Jimmy was praying for them *all!*

"Now . . . if *you* were going to have that many people blessed, what *one* big blessing would you wish for them all?

"Freedom! What finer thing than Freedom for all the peoples of the world? Why, anybody who knows what our Freedom really means would give his eyeteeth to be an American citizen. Let's see why:

"Here we have freedom of religion. Our newspapers can say anything they want and so can we, short of libel, slander or sedition. Our kids are taught Freedom from kindergarten up. Here we have a free choice of places to live in, businesses to go into or jobs to work at, like mine at Republic (you ought to see the steel we're producing down at the plant!)

"Come voting time, nobody sees us mark our ballots . . . nor can he know *whom* we vote for. And we can squawk our heads off in town meetings or write what we think to our Congressmen . . . and nobody puts us in jail for it.

"As long as we don't step on the other fellow's Freedom, we Americans are the freest people in the world. But there are plenty of people trying to rob us of those Freedoms and run things *their* way. *Outside* enemies . . . but we have plenty *inside*, too. They sneak into our schools, businesses, unions, social clubs *. . . everywhere!*

"Let's keep an eye on those who attack our Freedoms . . . while Jimmy prays for the other two billion whose greatest blessing would be the Freedoms we already *have!*"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

REPUBLIC STEEL

LIKE GOLD, SCRAP IS WHERE YOU FIND IT! And there's scarcely an industry, business or storage yard that cannot yield a rich load of Scrap Iron. *Do you know that* it takes 100 tons of Scrap Iron to produce 200 tons of *new* steel? Of course, you know how badly America needs that new steel today. For Defense. For Construction. For Production. And for Civilian needs. Prospect around your place for all the discarded, broken, worn or obsolete equipment, tools and machines *today*. And sell it to your local "junk" dealer for Scrap *tomorrow!*

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.

DALLAS PROPOSAL

AM Grant Recommended

INITIAL DECISION proposing grant of application for an AM outlet in Dallas, Tex., to Lakewood Broadcasting Co. for 1480 kc, 1 kw day, 500 w night, was issued by FCC Hearing Examiner Fanney N. Litvin last week.

Examiner found that benefits to the public outweighed "unsubstantial deviations from the [engineering] standards" with reference to minmum field intensity of 5 to 10 mv/m over all residential sections of the city. The proposed station falls slightly short of FCC standards in this instance, but meets all other requirements, the examiner found.

Question of interference to any foreign stations protected under terms of the North American Regional Broadcasting Agreement was resolved in favor of the proposed station when the applicant amended application to change directional antenna pattern to avoid conflict with XEAR Monterrey, Mexico.

Partners in Lakeland Broadcasting Co. are Eldridge C. Harrell and Delbert Davison, Dallas businessmen.

A. EARL CULLUM SR.

Consulting Engineer Dies

A. EARL CULLUM, Sr., 65, Dallas consulting radio engineer, died Nov. 21 after a six-month illness. Mr. Cullum had been in the consultant engineering business with his son, A. Earl Cullum Jr., for fifteen years.

He was born in Weatherford, Tex. Mr. Cullum Sr. in 1936 left the Texas highway department to join his son in a consulting engineering company as the business partner.

Mr. Cullum is survived by his wife; a daughter, Mrs. C. E. Reed, and his son. Mr. Cullum Jr. has interest in KBYE Oklahoma City, Okla., KCMC Texarkana, Tex., and KFDM Beaumont, Tex.

MISSOURI Farm Bureau Federation has signed for *Bright Star*, transcribed-syndicated radio series produced by Frederic W. Ziv Co., for broadcast in Clinton, Carthage, Kennett, and Chillicothe, Mo.

BLOOD DONATIONS

Korean Needs Stir Station Action

TO AID replenishment of blood supplies in Korea, stations have continued their concentrated efforts. In addition to those individual station accounts previously reported [B•T, Nov. 26], still more reports came in last week.

Pledges totaling 1,559 pints of blood for servicemen fighting in Korea were received within 45 minutes after KING Seattle Disc Jockey Gil Henry made a plea for "a gift of life" on his regular afternoon program, *KING's Open House*. In a dramatic episode on a KING-TV show, *March On*, a Marine private who had received blood in Korea after being wounded made a donation. This program was presented over KING-TV by the Armed Forces Public Information Office for the Pacific Northwest Area.

Pleas over KOOK Billings, Mont., in cooperation with the CBS Radio Network nation-wide campaign, evoked more than 7,000 pledges, involving one-sixth of the city's 43,000 residents.

In addition to the CBS all-day marathon Nov. 15, KMOX St. Louis produced its own jamboree on behalf of the Red Cross blood drive. More than 2,000 pints of blood were pledged.

Staff Donors

Staff members of WAAM (TV) Baltimore gave blood on the Nov. 20 edition of the *Johns Hopkins Science Review* which dealt with the topic, "The Blood Bank Pays Dividends."

During a WMT Cedar Rapids promotion of the blood campaign, Newsman Bill Roberts played a tape recording of his own donation.

Cleveland stations WEWS (TV) and WXEL (TV) combined services last week to spur donations for the Cleveland Regional Blood Bank drive. The two stations presented a TV project in which "Mr. Average Clevelander" made appeals to fellow citizens. Stations reported that the non-professional appeal was effective. Stations also produced a new series of spots which each outlet aired.

DUPONT DENIED

On Stock Purchase in CHLP

ON GROUNDS that he already owned one broadcasting station in the Montreal area, Arthur Dupont, CJAD Montreal, was denied purchase of 52½ common shares of CHLP Montreal at the Nov. 23 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. The board ruled "that such extension of multiple ownership is not in the interest of broadcasting or the public."

While the CBC board ruled favorably on share transfers of 10 other stations, it denied the request of CFCA-FM Kitchener to temporarily discontinue broadcasting and retain its license. In the case of CHLN Three Rivers, the CBC board ruled favorably on a change in ownership from Hon. Jacob Nicol to Honore Dansereau stating "that this transaction represents a reduction in multiple ownership of stations."

WILDROOT REPLY

Denies FTC Complaint

AN ANSWER denying charges that it violated the law by making certain advertising and promotional allowances to retail drug customers has been filed by Wildroot Co., Buffalo, with the Federal Trade Commission.

The reply said that allowances for advertising and promoting Wildroot hair tonic and shampoo were made available to all customers on "proportionally equal terms" and conform with established custom in the drug trade. The firm asked the commission to dismiss the complaint.

Payments were made for cooperative advertising, special promotional sales and for maintenance of window and counter displays, Wildroot said. Advertising included radio-TV commercials, FTC said in filing the complaint last October [B•T, Oct. 29].

WIBK Operation

OPERATION of WIBK Knoxville was extended by the FCC until Feb. 1, 1952, or until 30 days after entry of U. S. Court of Appeals decision on pending petitions of the applicant and the Commission, whichever is sooner. Last October, Court upheld FCC decision refusing a license to Rev. J. Harold Smith because of misrepresentation [B•T, Oct. 29]. Rev. Smith petitioned the court for reconsideration, and the FCC filed an opposition to this petition. Until these petitions are decided, the Commission has extended temporary authority to continue operating the station.

AFL BOOKLET

Shows Anti-Red Stand

IN ITS latest booklet issued to radio and television workers in the attempt to keep them within the fold of the AFL, the Radio and Television Organizing Committee of the Los Angeles Central Labor Council (AFL) offers assurance that on the basis of its history there is no danger of Communist infiltration into the AFL union.

Entitled *Our Record Is Not Red*, the booklet reviews the union's "defeat of the Communist conspiracy to control the motion picture industry." It noted its crushing of the strikes by the Conference of Studio Unions against the motion picture studios.

Although the Communist campaign to control the motion picture industry has been routed, the booklet points out, "substantial evidence" before the House Un-American Activities Committee in Los Angeles hearings shows that Communists and "ardent fellow travelers" have invaded the radio and television fields.

History proves, the booklet concludes, that the best insurance against the need for some future investigation of radio and television in Hollywood is for workers in the radio and TV field "to join the effective anti-Communist AFL unions in the amusement industries."

Guyer to WMOA

R. SANFORD GUYER, former general manager of WBTM Danville, Va., has been named general manager of WMOA Marietta, Ohio, according to William G. Wells, WMOA president. Mr. Guyer had operated a consulting practice after resigning from WBTM some weeks ago. He has been active in NARTB affairs and served on the former Small Market Stations Executive Committee. He took over the new post Dec. 1.

Enters Priesthood

DR. MAX JORDAN, former NBC foreign correspondent, will be ordained a Roman Catholic priest on Dec. 8 at the Abbey of Beuron in Wurtemberg, Germany. He will say his first mass the following day. Dr. Jordan joined NBC as a correspondent in 1931, becoming director of religious programs for network in 1943. He accepted appointment as correspondent for the National Catholic Welfare Conference in Switzerland in 1945, and held that post up to the present time. According to an NBC spokesman, Dr. Jordan, in exclusive broadcast from Berne, was first to announce Japanese acceptance of armistice terms which ended World War II on Aug. 14, 1945.

SIX YEARS OF
LEADERSHIP IN CINCINNATI

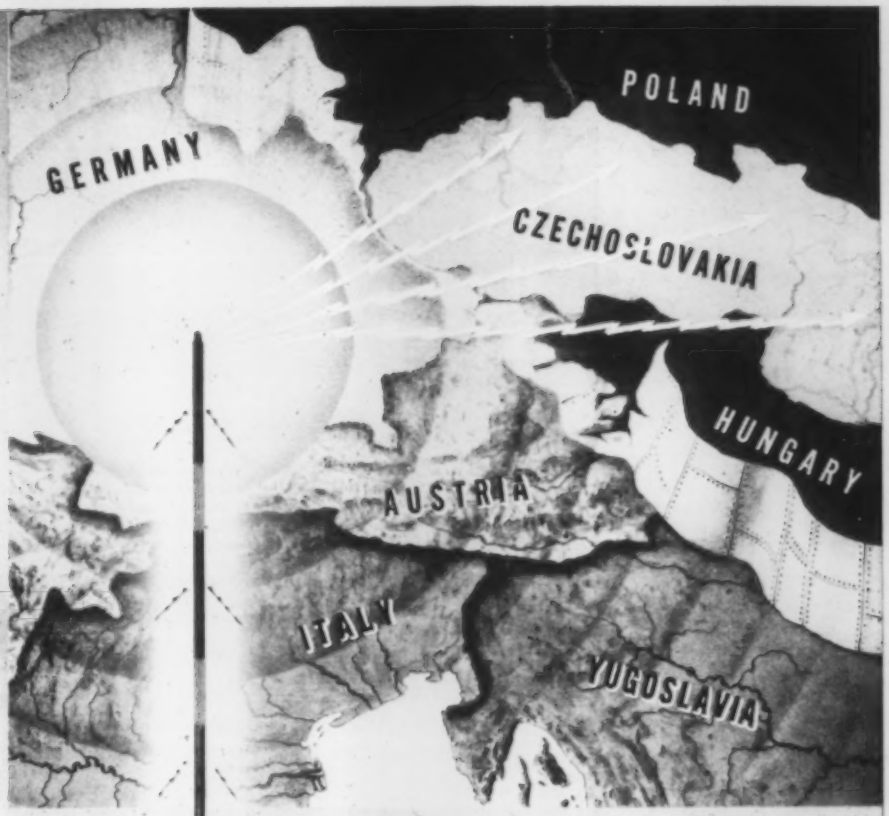
→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS
OF
SELLING POWER

WCKY CINCINNATI

It's the TRUTH that HURTS!



Your CRUSADE FOR FREEDOM is telling the truth . . . the truth that undermines the communist lie. Via Radio Free Europe, you, and all the freedom loving world, are bringing to the people of Czechoslovakia the truth that gives them hope of eventual liberation . . . the hope that respect for human dignity will triumph over a godless tyranny. Radio Free Europe is helping the people of Czechoslovakia by telling them where missing friends now are. Identifies by name the quislings and informers. And RFE sends messages from escapees to their families and friends voiced in their own language by their own countrymen.

Your Crusade for Freedom hurts the Communist dictators because RFE tells the truth behind the Iron Curtain where truth is an alien freedom. Freedom is indivisible. Where some men have lost freedom, the freedom of men everywhere is in danger. The Crusade for our freedoms may be beginning in Munich today. You and 25,000,000 freedom loving Americans—with your dollars and cents are setting up more transmitters beamed to more communist dominated countries in Europe and Asia. The Crusade for Freedom is a continuing agency for piercing the Iron Curtains. Its address is: Crusade for Freedom, 308 Empire State Building, New York 1, New York.

WINCHARGER

Broadcasting Towers were selected for RFE Munich to permit it to beam the truth that hurts the communist line in Czechoslovakia.

It is these four Wincharger Towers and their scientifically engineered arrangement that keeps RFE Munich on the air in the homes of freedom-loving Czechs.

Each of these towers, type 300, rises 350 feet from ground level. At these heights, Wincharger Towers will withstand winds of 100 M.P.H. velocity. Each side of these triangular cross section towers is only 28½ inches wide. Heavy hot-dipped galvanized high carbon steel is used throughout all Wincharger Towers. Three insulated guys at 50 foot intervals add to the strength of the type 300 tower.

Strength plus accurate, easy to tune, easy to hold, sinusoidal current distribution keeps the powerful 135,000 Watt Radio Free Europe installation tuned to Czechoslovakia.

The Wincharger Corporation engineering skill can help every station, commercial, police—or freedom, with their antenna problems. Let us help you keep your station on the beam.

WINCHARGER Corporation TELEPHONE 2-1844 Dept. 3
SIOUX CITY 2, IOWA, U.S.A.

MANSON NAMED

Chosen CBC Gen. Mgr.

DONALD MANSON, since 1944 assistant general manager of the Canadian Broadcasting Corp., last week was named general manager, succeeding Dr. Augustin Frigon.

Dr. Frigon relinquished that post because of ill health. However CBC announced Dr. Frigon will assume a new post of director of planning for CBC. He will handle senior planning and advisory work.

Mr. Manson

Also appointed was J. Alphonse Ouimet, who has been serving as coordinator of television and chief engineer.

Both Messrs. Manson and Ouimet have been with CBC since its beginning in 1936 and with CBC's predecessor, Canadian Radio Broadcasting Commission. Mr. Ouimet started with CRBC in 1934 after two years with an experimental Canadian TV company in Montreal.

Mr. Manson, a native of Wick, Scotland, first entered radio in 1906. He took part in the first trans-Atlantic transmissions, working with Guglielmo Marconi at Glace Bay, Nova Scotia, shortly after going to Canada.

Oppose CBC Controls

RESOLUTIONS against further control of broadcasting and television in Canada by the Canadian Broadcasting Corp., and license fees for TV receivers were passed at the annual meeting of the Canadian Chambers of Commerce last month at Quebec. The organization will present its resolutions to the Canadian government calling for entry of private enterprise into TV development in Canada; that TV licenses for receivers be confined only to those areas where Canadian TV stations are in operation; that more stations be permitted in British Columbia where reception of Canadian stations is not good in daytime; and that daylight saving time be on a uniform basis.

THREE officers of American Women in Radio and Television greeted Gov. and Mrs. Thomas E. Dewey when they arrived to attend New York State Chapter meeting in Albany last month. (L to r): Doris Corwith, vice president of AWRT eastern region; Edythe Meserand, national AWRT president; Gov. and Mrs. Dewey; and Gertrude Grover, AWRT New York State chairman. The New York Governor addressed a luncheon meeting of the New York chapter, meeting Nov. 16-18, describing radio-TV women as "the most dominant factor in public life" because of their influence on women voters.

DUNTON DEFENDS

CBC Freedom of Views

BROADCASTING of unconventional or unpopular views on ethical and other controversial problems by the Canadian Broadcasting Corp., was defended by A. D. Dunton, CBC chairman, before the Canadian Parliamentary radio committee at Ottawa on Nov. 20 on grounds of freedom of radio. Members of Parliament had criticized the CBC for a recent series on these controversial topics, as being improper, irreligious and even aiding communism.

Mr. Dunton pointed out that what the members asked of the CBC was a form of censorship to protect the public from views which the members believed to be harmful. He stated that the programs were the responsibility of the CBC, and not any one person or group. Mr. Dunton further declared it was CBC's public responsibility to broadcast all different main points of view as expressed by informed persons on questions in which a section of the public was interested. Some of the programs were rebroadcasts of a series by the British Broadcasting Corp.

HITS CBC CONTROL

Chandler Cites Evils

"JUST so long as the Canadian Broadcasting Corp. has the power to control private broadcasting stations, it is in its interests, in its interest of survival, that it use these regulations in a manner so that privately operated broadcasting cannot look too good in relation to the CBC," stated George Chandler, owner of CJOR Vancouver, in a talk on "The Case for Private Broadcasting."

Mr. Chandler reviewed broadcasting in Canada since its inception, showed how the bureaucratic elements have hindered the growth of broadcasting and now television in Canada and hampered freedom of speech. He recommends that a regulatory body "be empowered to regulate both the CBC and privately operated stations, that its regulations be as few as are absolutely essential [and] should have no aim at curtailing freedom of speech, or freedom of expression or freedom of use."

Mr. Chandler pointed out that control of network operations by CBC benefited American companies and subsidiaries in Canada of American companies and hampered development of talent since private stations could not compete with programs bought by the financial resources of a network. He also pointed out that the most popular programs on Canadian networks were commercial programs, not produced by the CBC, and that cultural programs favored by the Massey Commission catered only to a small minority.

KLRA Little Rock, Ark., was cited by J. L. Wright, chairman of Arkansas' Agricultural Mobilization Committee, as being an outstanding contributor in the publicity campaign of the Farm Scrap Drive. The station has collected over 3,500 tons of scrap metal for the defense effort.

CBC FUTURE

More Funds Requested

FEWER daytime serials and plans for TV development throughout Canada were announced by A. D. Dunton, chairman of Canadian Broadcasting Corp., during investigation of CBC operations and financing by a Parliamentary committee at Ottawa last week.

Mr. Dunton told the members of Parliament that daytime serials are here to stay. He said if CBC were given enough financial aid by the government, the number of serials would be reduced, but the CBC had no intention of dropping them all at any time.

A number of the serials would be taken off the networks when the CBC has the money to develop good programs to replace the serials, Mr. Dunton told the committee. He noted the serials are popular with women listeners.

How CBC obtains its news and the possibilities of the CBC setting up its own newsgathering organization including members in the Parliamentary Press Gallery, were discussed at sessions on Nov. 22. Mr. Dunton stated he was satisfied with services provided by Canadian Press, British United Press and Agence France Presse. CBC rewrites the news obtained from these services at its central newsroom at Toronto and regional newsrooms across Canada, to fit CBC newscasts. Unless the agencies charge more, now $147,000 a year, for the services CBC would not operate its own newsgathering organization, he said.

Mr. Dunton told the committee that after Toronto and Montreal TV stations are in operation, Ottawa, Windsor, and Quebec City would be next on the list for TV stations. Ottawa would be on the microwave relay system now being built by Bell Telephone from Buffalo via Toronto to Montreal. Extension of the system to Windsor, opposite Detroit, and to Quebec City, east of Montreal, would follow.

Later, western cities, Vancouver and Winnipeg, would have CBC TV stations with programs supplied from national outlets at Toronto and Montreal, by film.

Some commercial TV programs will be carried, Mr. Dunton stated. No discussion was held on the role of private enterprise in TV station development.

Mr. Dunton also told the committee that logs of independent stations would be produced to show that these could use more live talent shows. He also pointed out that new program headquarters were needed at Toronto, that better facilities were needed at Winnipeg and Vancouver, that a French-language station should be built by CBC in the Atlantic coast provinces.

The Parliamentary committee also is to hear the Canadian Assn. of Broadcasters, representing 104 independent stations, and to listen to representations for an independent broadcasting tribunal.

"STUMPUS"
. . . AVERAGING OVER 9,000 LETTERS A WEEK
(see inside front cover)
WLS
CHICAGO 7
CLEAR CHANNEL Home of the NATIONAL Barn Dance

milestones...

▸ TODAY (Dec. 3) WQXR New York, Gotham's good music station, enters its 16th year of commercial operation. On Dec. 3, 1936, John V. L. Hogan and Elliott M. Sanger, formed the Interstate Broadcasting Co., to present the people of New York alone "the best in music." The station and its staff are still adhering to its original policy of presenting the best in classical, semi-classical and light music. Its library contains upwards of 25,000 recordings and includes major works by many well known artists. The station, now owned by *The New York Times*, operates 18½ hours daily.

▸ NBC program, *Grand Ole Opry*, sponsored by R. J. Reynolds Tobacco Co., celebrated its 26th anniversary last Saturday with a number of special features on its regular broadcast from Nashville, Tenn. It is aired each week, 9:30-10 p.m.

▸ KMO Tacoma spotlighted its 25th anniversary with outdoor posters in the station's listening area.

▸ WGAY Silver Spring, Md., enters its sixth year of broadcasting Dec. 5. For the event, the suburban Maryland station on the fringe of Washington, D. C., will play host to the Montgomery County Press Assn. with a buffet luncheon at the studios. From Dec. 1 on, the station has been airing greetings from leading citizens of the Silver Spring area. John W. Kluge, WGAY president, and Joseph L. Brechner, general manager, signed the station on the air five years ago. Ernie Tannen, WGAY's program director, joined station one day after its debut.

▸ CAROLINE CABOT, conductor of *Shopping Service* over WEEI Boston, celebrates quarter-century of service at station this week and retires Friday (Dec. 7) from broadcasting activities. Miss Cabot, in private life Genevieve S. Ricketts, went to Boston from Syracuse, N. Y., as sales representative of store window display fixtures. Kennedy's store sold her on doing a radio program which won her the loyalty of listeners and sponsors alike. Program is heard daily on WEEI, 8:15-8:30 a.m.

► RAY GIRARDIN, WEEI Boston program director, was presented a watch from General Manager Harvey J. Struthers, marking his 20th anniversary with the station.

► TO MARK the 50th anniversary of the first radio signal across the Atlantic Ocean on Dec. 12, 1901, the Canadian Broadcasting Corp. is using three talks on the event the first three Sundays in December. The first will be on *Marconi's Kite*, and the early experiments; the second, *Sparks Takes His Place*, deals with Marconi's Cape Breton experiments and development of radio to 1918. The third in the series, *Pounding Brass on Sable Island*, will deal with the experiences of a radio operator on this Atlantic Ocean radio watchtower.

► MORE than a half century of combined service has been rounded out this month by five staff members of WLAW Lawrence, ABC's Greater Boston outlet. Names and length of service of each: Chief Announcer Arthur Flynn, 11 years; Engineers James H. Riley, 13 years, Ernest A. Pfeiffer, 11 years, Alden M. Doughty, 11 years, and George P. Jowdy, 5 years.

► WDAS Philadelphia Sportscaster Sherry O'Brien begins his 23d year on the air this month.

► JERRY ELLIS, manager of Columbia Transcriptions in Chicago, last month marked his 25th year in radio. Mr. Ellis has worked at Columbia Transcriptions 14 years.

► ELEVENTH year of broadcasting over WSTV Steubenville was celebrated Nov. 14 by *The Neapolitan Serenade*, Sunday, 11:30 a.m.-1 p.m. with a special show presented at the local high school auditorium. Guests of honor were Mayor Walter C. Sterling and WSTV's manager, John J. Laux.

► WILLIAM SHEEHAN, WDRC Hartford announcer, observed his sixth anniversary with the station during November.

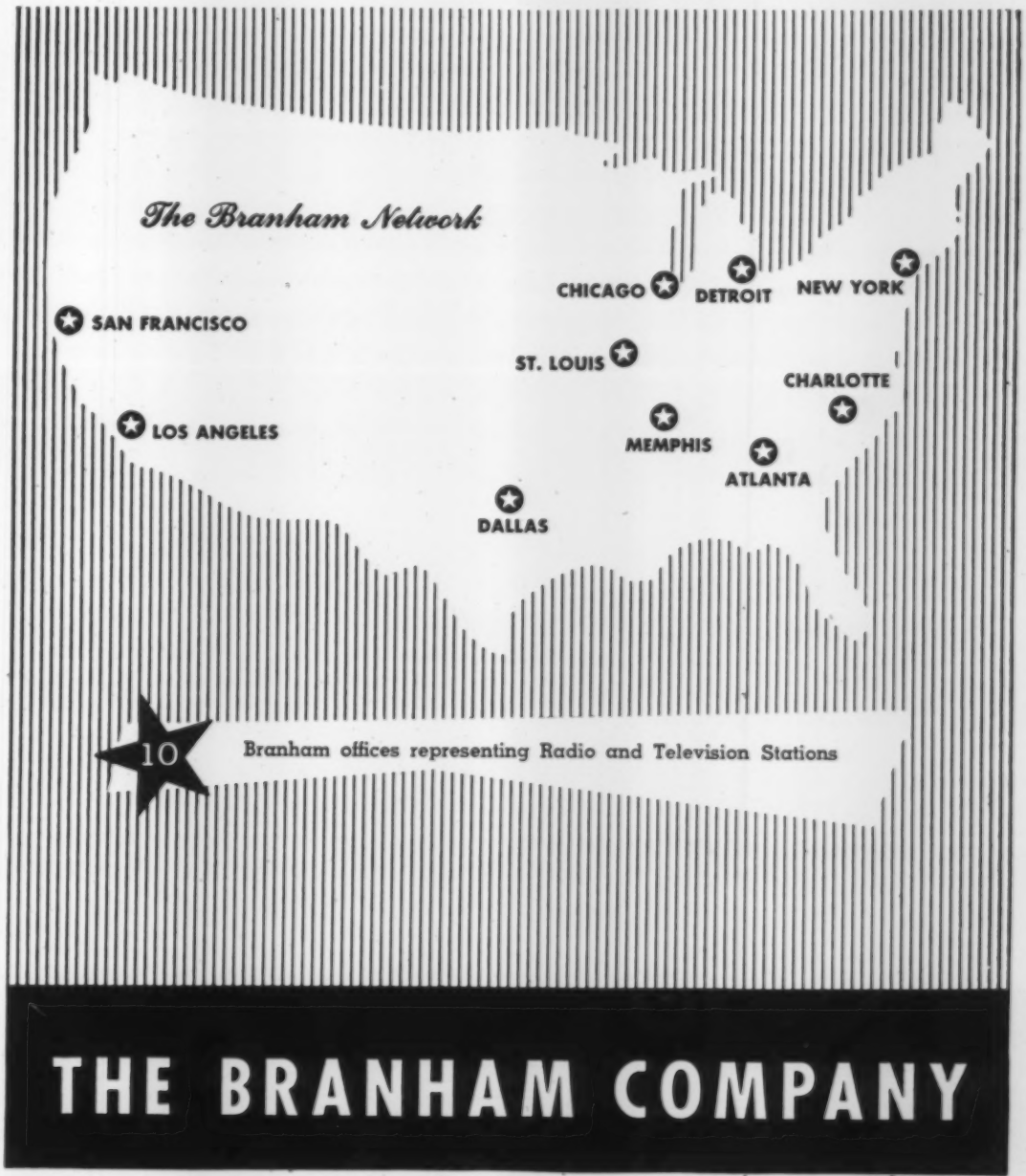
► DAILY pre-Christmas program for children, *Billie the Brownie*, starts its 21st year on WTMJ, the *Milwaukee Journal* outlet. Presented 4:45-5 p.m., the program has been sponsored throughout its broadcast history by Ed Schuster & Co., Milwaukee, owner of three department stores. Larry Teich is writer-producer.

WSOK TAKES AIR

Opening Set This Month

WSOK Nashville, Tenn., takes the air the first part of December, according to the station, which is owned and operated by the Nashville Broadcasting Co. It will operate from sunrise to sunset on 1470 kc with 1 kw.

Station's president is H. Calvin Young, former program director, WMAK Nashville. Other executives are Dean W. J. Faulkner, Fisk U., vice president; Larry Dean Faulkner, former assistant program director of WERD Atlanta, program director, and Charles H. Webster, of National Baptist Sunday School Publishing Board. Station is interracial and aims for the Negro listening audience. Studios and executive offices are located in the Boray Bldg., 419 4th Ave. North.



THE LATEST WCKY STORY

After Six Years,

STILL #1 IN CINCINNATI!

THE WCKY DAILY HIT PARADE

The Highest Rated Local Evening Show in Cincinnati

— BEATS ALL COMPETITION —

6:15 - 7:00 PM Monday thru Friday Rating*

	WCKY	NET STA. A	NET STA. B	NET STA. C	NET STA. D
Rating	6.4	2.9	4.5	3.8	3.5

(*-Pulse Sept-October 1951)

INVEST YOUR AD DOLLAR

WCKY's-LY

THE DAILY HIT PARADE

Gives You Ratings

HIGHER THAN NETWORK!

In Cincinnati, The Daily Hit Parade gives you higher evening ratings than such network shows as Lowell Thomas, Three Star Extra, Lone Ranger, One Man's Family, the Beulah Show, Contented Hour, Stop the Music.

THESE TOP FLIGHT ADVERTISERS ARE NOW USING THE DAILY HIT PARADE

MGM PICTURES
STANBACK
GROVES LABS.

DODGE
CROSLEY
HUDEPOHL
BEER

KROGER GROCERY CO.
GENERAL ELECTRIC
PROCTER & GAMBLE
JOY

ON THE AIR EVERYWHERE
24 HOURS A DAY
7 DAYS A WEEK

CALL COLLECT:

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson
WCKY
CINCINNATI

editorial

False Whiskers

ON OUR WAY to work the other morning we noticed a seedy Santa Claus listlessly tolling a corroded bell on a windswept street corner, the advance guard of thousands who soon will be at their posts, gladdening the hearts of young children and costume renters.

Immediately we made a mental note to sound an alarm to broadcasters. Christmas is coming, gentlemen, and with it the hazards of mail order offerings of Christmas trinkets.

We may expect that some office-in-their-hats promoters will try to use broadcast advertising, on either a P.I. or straight contract basis, to sell special merchandise, ornaments, decorations, toys and such. Unless history chooses not to repeat itself, some of these offers will shake a lot of people's faith in Santa Claus.

It is timely to recall that last year at least two outfits left stations holding the bag on such deals. In both cases the promoters not only failed to pay some stations for their advertising but also failed to deliver some merchandise that listeners had paid for in advance. Messrs. Cowan and Whitmore, of Los Angeles, the operators of one of these enterprises, are now awaiting federal trial for fraud. So far as we know, the other outfit, which called itself Midland Advertising, New York, but which had no connection whatever with the reputable Midland agency of Cincinnati, is scot free.

We suggest that broadcasters who are invited to do Christmas business with any unfamiliar mail order operation investigate the organization's credit rating and also have a look at samples of the stuff being sold. Not everybody who wears a Santa Claus suit is Santa Claus.

End of An Era

LAST SATURDAY, Transradio Press Service signed off after 17 years of operation. It had been formed to provide a radio news wire when the old-line press associations, because of newspaper commitments, looked with disdain upon radio as a news medium.

Transradio folded because three press associations now supply radio (and TV) with full news wire service, in recognition of the status of broadcasting as a news vehicle.

In its day—before the breakdown of the Press-Radio Agreement of 1934—Transradio performed yeoman service to radio. It was this service that led primarily to the breakdown of the Agreement. In its founder, Herbert Moore, TR had a brilliant and courageous operator. Perhaps he was too militant. Until he turned over the reins of Transradio to his brother, Robert E. Lee Moore, a few years ago, Herb was fighting his battles on any pitched front.

Transradio actually was the second to enter the radio news field. No. 1 was Consolidated Press Assn., headed by David Lawrence, now the publisher of *U. S. News and World Report*. Mr. Lawrence began serving radio in the late '20's. That was far ahead of his time, and typical of his vision. Radio wasn't ready. So Mr. Lawrence wound up the CPA in 1934—the very year in which the Press-Radio Agreement (which had supplied a watered-down news report processed from the press-association wires) broke down.

Whatever the reasons, Transradio Press sent its "30" last Saturday. Thus ended an era in radio.

Port Huron Revisited

THE FCC last week issued an order which it advertised as intended to clarify the rules governing political broadcasting but which only added confusion to a regulatory record that already was a model of legalistic doubletalk.

In the order the Commission rebuked WDSU New Orleans for violating Section 315 of the Communications Act by censoring what the station regarded as libelous material from a mayoralty candidate's speech. As far as that part of the order went, the Commission was on clear ground. But the Commission did not stop there. It plunged on into a jungle of its own cultivation by adding that in the future it would not deal so leniently with broadcasters who censor "political broadcasts."

Less than a year ago the U. S. Circuit Court of Appeals ruled that Section 315 was limited to political *candidates* and had no application whatever to political broadcasts by anybody else. The court held that therefore broadcasters were prohibited from censoring candidates' speeches but were free to censor all other political scripts. The FCC has not always been that explicit, as pointed out by this publication three weeks ago ("How to Stay Out of Jail," B•T, Nov. 19).

FCC's order last week referred to its Port Huron decision of several years ago as the basis of its future review of political censorship. The Port Huron decision unfortunately was hopelessly inarticulate on the question of whether Section 315 applied to candidates only or to all kinds of political broadcasts.

Last week the Commission had the chance to clear up its interpretations of this question. It missed its chance, perhaps out of typically bureaucratic unwillingness to simplify anything, and failed to state explicitly that its order applied exclusively to broadcasts by candidates themselves and not to political broadcasts in general.

Now unless the FCC is beginning to write its own federal statutes, a power which mercifully the Congress has not yet delegated, it can no more make a ruling including all kinds of political broadcasts in its censorship prohibitions than it can pass and enforce a law making it a crime for a broadcaster to vote Republican.

The Commission owes it to the cause of good government and to the broadcasters it polices to clarify its WDSU order of last week. Once and for all, it should admit that its interpretations are at odds with those of high courts, and should say, in so many words, that the broadcaster must live with Section 315 only when dealing with candidates and not with anybody else.

At Last

AFTER nearly four years of tortuous investigation, the expenditure of millions of dollars, and the accumulation of thousands of pages of testimony the Richards case has been closed.

The FCC last week found that the operation of KMPC Los Angeles, WJR Detroit and WGAR Cleveland under the revised management structure created after G. A. Richards' death would "serve the public interest."

It has been our contention all along that this same interest was being served before he died. No conclusive evidence was ever presented that Mr. Richards' personal views were actually broadcast over his stations.

But that point, like all the others in the case, has been "rendered moot." The Commission had no choice but to renew the licenses which have so long been in jeopardy.

our respects to:

WINSLOW PERCY LEIGHTON

SCHENECTADY business firms currently are being bombarded with mailing pieces which state, "WSNY is just the tonic your business needs now."

These mortar shells, in the form of six letters and four cards, pound recalcitrant attitudes. Then the foot soldiers—the WSNY salesmen—move in.

Terms of surrender—in the parlance of WSNY salesmen—simply is willingness to see the light: That radio is the best, low-cost mass medium and that WSNY is the station best-suited to the Schenectady market.

The general officer directing this campaign is Winslow Percy Leighton, president and general manager of the Western Gateway Broadcasting Corp., licensee of WSNY Schenectady.

Mr. Leighton points out through these mailing pieces that in the Schenectady market there are 60,000 radio homes with 120,000 radios, plus 25,000 automobile radios. There are four times as many radio as TV sets, he adds.

The WSNY executive wants prospective accounts to realize that for the price of a single two-column, seven-inch ad in just one Schenectady newspaper, they can buy six five-minute news programs on WSNY.

His mailing pieces ask prospective clients: "Isn't it time for you to investigate this powerful low-cost medium? . . . or to re-examine WSNY in the light of new, proven sales experience, 100% increased newspaper costs and increasing WSNY values?"

Always a strong believer in promotion, merchandising and exploitation, Mr. Leighton personally directs all such activities for the station.

Although maintaining a staff of 22, which is above average for a 250-w local, he continues to write copy and continuity, produce and supervise programs and sell.

At 45, he is one of the few 20-year radio men who have spent all their working lives in the broadcasting field.

Born in New Haven May 17, 1906, Mr. Leighton was schooled in Bermuda, Florida and California. He was graduated from Yale U. in 1929.

First job immediately after graduation was as an announcer for WGY Schenectady. An announcer's job in those days, he relates, meant also writing copy and continuity, producing programs, selling, answering fan mail and actually sweeping the floor on occasion.

Within a year, he created the position and became WGY's first sales manager. This required setting up standard rates and sales

(Continued on page 65)

Top Programing means Top Listening on WOV

These Loyal Audience Shows Reach All Types of Listeners At An Amazing Low Cost Per Thousand

(6:30 to 9 a.m.)

WAKE UP NEW YORK – with genial, sunny Max Cole, who literally wakes up thousands upon thousands of listeners in a soothing, pleasant, musical way – a program with long years of success.

(10 to 12 p.m.)

PRAIRIE STARS – featuring America's unchallenged queen of American Folk, Western and Mountain Music. Elected No. 1 feminine disc jockey in 1950... Rosalie Allen.

(7:30 to 9 p.m.)

1280 CLUB with Phil Gordon has been the spear head of WOV's nighttime programing with a loyal "buying" audience for over 12 years.

(12 to 3 a.m.)

THE RALPH COOPER SHOW – studded with guest stars and popular music. Loved and listened to by the insomniacs and the late working shifts.

(9 to 10 p.m.)

YOUR BEST GIRL – with Cecelia, clever, scintillating mistress of ceremonies – the male audience loves her – the women are intrigued.

ENGLISH **WOV** ITALIAN
Originators of *Audited Audiences*
NEW YORK
5000 WATTS

National Representative: John E. Pearson Co.

ROME STUDIOS: VIA di PORTA PINCIANA 4 • 730 FIFTH AVE., NEW YORK 19

IT COULD HAPPEN ONLY IN

Radio has a long, long reach.

Long enough to give you complete coverage... to pull in mass returns not only from metropolitan areas but from hundreds of "outside" communities and rural areas as well.

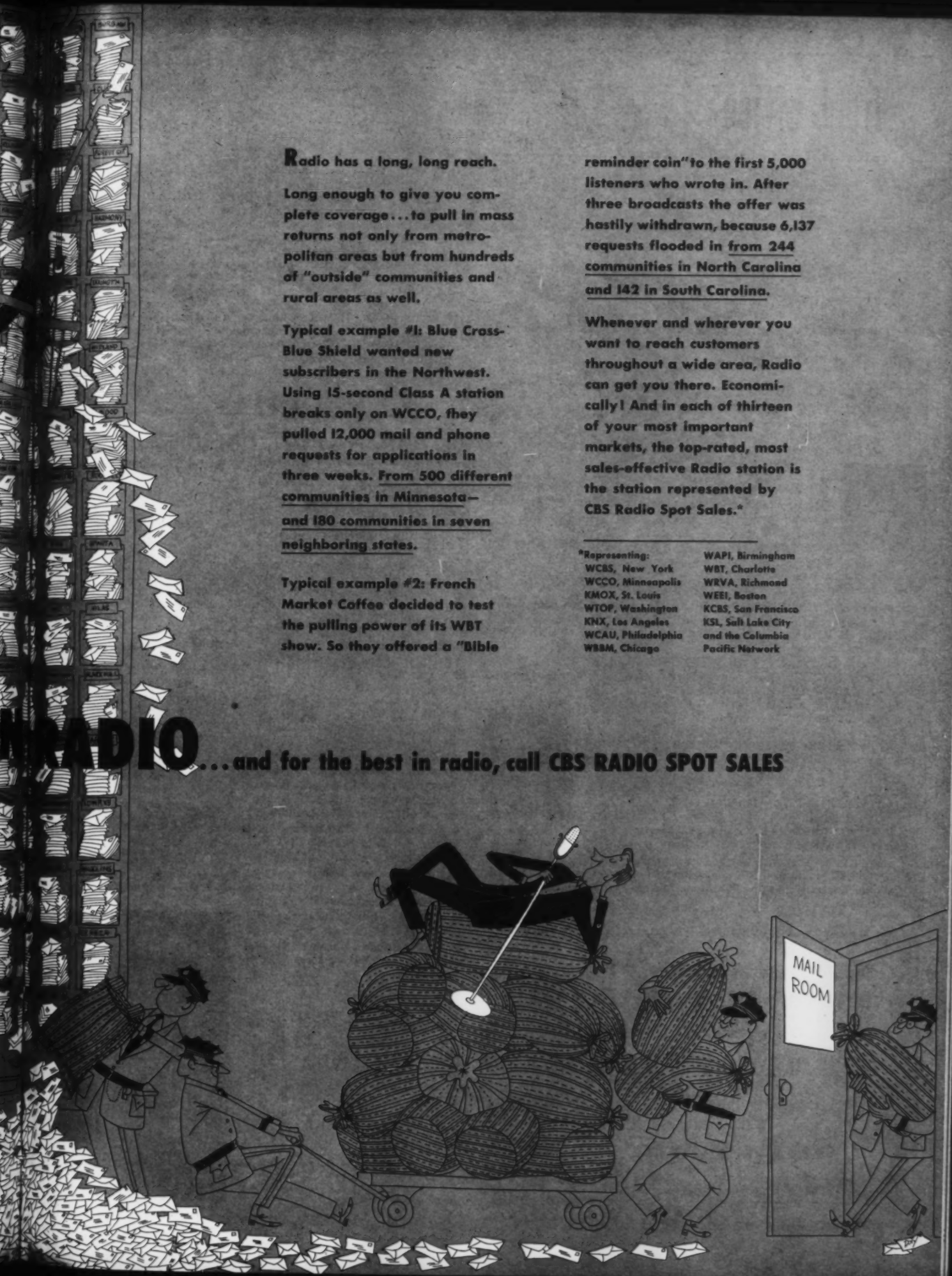
Typical example #1: Blue Cross-Blue Shield wanted new subscribers in the Northwest. Using 15-second Class A station breaks only on WCCO, they pulled 12,000 mail and phone requests for applications in three weeks. From 500 different communities in Minnesota—and 180 communities in seven neighboring states.

Typical example #2: French Market Coffee decided to test the pulling power of its WBT show. So they offered a "Bible reminder coin" to the first 5,000 listeners who wrote in. After three broadcasts the offer was hastily withdrawn, because 6,137 requests flooded in from 244 communities in North Carolina and 142 in South Carolina.

Whenever and wherever you want to reach customers throughout a wide area, Radio can get you there. Economically! And in each of thirteen of your most important markets, the top-rated, most sales-effective Radio station is the station represented by CBS Radio Spot Sales.*

*Representing:
WCBS, New York
WCCO, Minneapolis
KMOX, St. Louis
WTOP, Washington
KNX, Los Angeles
WCAU, Philadelphia
WBBM, Chicago
WAPI, Birmingham
WBT, Charlotte
WRVA, Richmond
WEEI, Boston
KCBS, San Francisco
KSL, Salt Lake City
and the Columbia Pacific Network

RADIO...and for the best in radio, call CBS RADIO SPOT SALES



front office

ARTHUR B. DONEGAN named manager of publicity department ABC, New York. Mr. Donegan entered radio and TV publicity when he joined NBC in 1941. He was named assistant director of publicity for ABC when the then Blue Network was separated from NBC the following year.

RICHARD T. SAMPSON, chief engineer KBIS and KMAR(FM) Bakersfield, Calif., returns to KXO El Centro, Calif., as general manager. He replaces RILEY GIBSON who is now manager of KOME Tulsa, Okla.

HAROLD FRANKLIN, program director Institute For Democratic Education Inc., has resigned to join staff of Television Programming Dept. of William Morris Agency, N. Y.

BOB LEE, manager CHUM Toronto, appointed to board of directors of York Broadcasters Ltd. (owners of CHUM).

JOHN C. GILMORE, director of sales for western Pennsylvania, Metro-Goldwyn-Mayer Radio Attractions, appointed sales manager WARD Johnstown, Pa.

Mr. Gilmore

IRVING SMITH, production manager WIP Philadelphia, named sales and program director WCMC Wildwood, N. J.

MARK N. FUNK Jr., news director WMGW-AM-FM Meadville, Pa., appointed assistant manager WAKU Latrobe, Pa.

HARRISON M. DUNHAM, former manager KTTV (TV) Los Angeles, opens Los Angeles law offices with MAURICE J. HINDIN to handle radio, television and motion picture clients. Offices are at 111 West 7th St.

ARTHUR STONE appointed merchandising director and major account executive KXYZ Houston. Mr. Stone, well known in the food wholesale industry, operated a food brokerage firm until his present appointment.

Mr. Stone

B. M. PRENDERGAST, sales staff KXOK-FM St. Louis, transfers to national sales staff KXPK-AM.

FORJOE & Co., N. Y., appointed national representative for WMIN St. Paul, Minn.

WILLIAM G. RAMBEAU Co., N. Y., appointed national representative for WJON St. Cloud, Minn.

H. M. EDGAR, manager CJKL Kirkland Lakes, Ont., named manager of national advertising sales Thomson Dailies, Toronto, affiliated newspaper chain.

SIX YEARS OF
LEADERSHIP IN CINCINNATI

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS
OF
SELLING POWER

WCKY CINCINNATI

FLY, SHUEBRUK & BLUME law firm, Washington office, moves to new offices in the Wyatt Bldg. Telephone remains MEtropolitan 6190.

EVERETT-McKINNEY Inc., N. Y., appointed national representative KSYL Alexandria, La.

Personals . . .

SIMON GOLDMAN, vice president and general manager WJTN Jamestown, N. Y., named chairman of business development commission of local Chamber of Commerce. . . . LOUIS WOLFSON, account executive WTVJ (TV) Miami, and Lynn Rabin, married Nov. 21. . . . JAMES H. QUELLO, advertising and public relations director WJR Detroit, elected monthly chairman of United Detroit Radio Committee. WENDELL PARMELEE, sales manager WWJ Detroit, elected vice chairman. . . . BRUCE BARRINGTON, assistant to the general manager KXOK St. Louis, named chairman of legislative committee of Missouri Broadcasters Assn.

JIM THOMPSON, Chicago manager of Taylor Co., returns to work after being hospitalized with pneumonia. . . . CARL WARD, general manager WCBS New York, father of son, Nov. 11. . . . ARTHUR E. GERBEL Jr., assistant manager KJR Seattle, elected chairman of board of Catholic Children's Bureau, Diocese of Seattle. . . . MORGAN RYAN, vice president and general manager WPTR Albany, father of boy, Steven Hobdey, Nov. 13. . . .

PUTNAM NAMED

Heads Wage-Price Control

ROGER LOWELL PUTNAM, Massachusetts industrialist and prominent Democrat, was named by President Truman last Monday to direct the nation's wage-price stabilization program.

Mr. Putnam, three times mayor of Springfield, Mass., was to have been sworn in last Saturday as Economic Stabilization director succeeding Eric Johnston, who returns to private life as president of the Motion Picture Assn.

As chief of the Economic Stabilization Administration, the New England industrialist will rank second only to Defense Mobilizer Charles E. Wilson, with responsibility for setting wage and price policies for all industries.

Mr. Putnam is the nephew of the late A. Lawrence Lowell, president of Harvard U. and a member of the prominent New England Lowell family. He is president of the Package Machinery Co., Springfield. Harvard U. and Lowell Institute, a philanthropic organization, are among a half-dozen colleges and universities comprising the Lowell Institute Cooperative Broadcasting Council, which has sponsored the "Adult Education by Radio" movement the past five years and operates WLLH (FM) there.

Hooper to Speak

C. E. HOOPER, audience measurement expert, will present "A Case for Radio Advertising," based on a recent survey, at the Dec. 6 luncheon meeting of the Radio Executives Club of New York at that city's Waldorf-Astoria Hotel.

WGBI Scranton, Pa., awarded $175 in U. S. Defense Bonds to three top Lackawanna County's Voice of Democracy contest winners.

UNESCO SURVEY

Covers Communication Media

SURVEY of the world's mass communications media has been completed by UNESCO (United Nations Educational, Scientific and Cultural Organization) and published in a new volume, *Press, Film, Radio, 1950*. UNESCO's National Commission has announced.

A 606-page report, representing the fourth annual UNESCO communications study, delves into the technical structure, operation and facilities of radio, news agencies, press and film in some 44 countries. Programs are reported in relation to the quest for international understanding and the historical development of each medium.

The survey is divided into 150 separate reports and is available from Columbia U. Press, International Documents Service, 2960 Broadway, New York 27, N. Y. Cost is $3.50 per copy.

SEVEN packaged Christmas shows have been sent by SESAC to its transcribed library subscribers. Shipment includes a half-hour of the *Mr. Muggins Rabbit* series. Several of the programs feature the Trinity Choir of St. Paul's Chapel, New York.

PREPAREDNESS LAG

Set Output Questioned

IS the nation's military preparedness program being sacrificed at the expense of a healthy civilian economy for essential durables such as radio-TV sets and other appliances?

That question was raised on Capitol Hill last week in hearings held by a Joint Congressional Committee set up to oversee the U. S. re-armament drive.

Defense Mobilizer Charles E. Wilson and Defense Production Administrator Manly Fleischmann told a Senate-House "watchdog" group that the blame should not be placed on maintenance of the consumer goods industry but rather on design problems and retooling of industries, as well as scarcity of materials.

Shortly afterward, a Senate Preparedness Subcommittee scored the nation's top two mobilization-production officials for a "dangerous" lag in military output and held that civilian cutbacks had not been imposed "soon enough."

Almost simultaneously electronic industry representatives warned the National Production Authority that radio-TV set inventories—once bulging on dealers' shelves—are now low and future output will hinge on allotments of controlled materials.

Meeting with NPA officials, the Radio and Television Set Manufacturing Industry Advisory Committee recommended a re-evaluation of allotment levels taking cognizance of the seasonal upsurge in sales September through December each year. About 60% of annual sales of receivers are made in this period. NPA has set a Dec. 22 deadline on applications for second quarter (April - June) quotas to be used in receivers, transmitters and other Class B electronic products.

Industry members urged the agency to obtain reports on production of various type radio, TV and combination sets instead of on quantity of materials used in these products. They also reported that suppliers of metals are requiring a longer lead-time on components and materials.

On the government side NPA:

● Advised that copper will remain scarce throughout 1952, as will nickel, tungsten, cobalt and selenium. Aluminum shortage may ease, however, by July 1, 1952.

● Told manufacturers should file immediately, if they have not done so, for second quarter quotas.

● Stressed the urgency of returning unused allotments. This will not work to the hardship of manufacturers in obtaining subsequent allocations, which are based on the average use of usage during the base period—first six months of 1950.

● Sought more data looking toward a better balance between tubes and components (in fact, all parts) and number of sets to be turned out.

Substitutes have been devised for selenium in rectifiers in the wake of shortages of that metal and aluminum, it was explained. Subject also was posed by a Selenium Rectifiers Industry Advisory group with NPA last Thursday. The industry is operating on a shortage basis, having to service nearly 30 million rectifiers now in use, primarily in smaller radio-TV sets.

Attending the radio-TV producers session were representatives of Emerson Radio & Phonograph Corp., John Meck Industries, Motorola Corp., Philco Corp., Trav-Ler Radio Corp., Zenith Radio Corp., Radio Craftsmen and Fada Radio & Electric Co. Leon Golden, NPA Electronics Division, presided over the meeting.

There was some amplication of NPA-DPA's formalization of the color TV equipment ban last week. Circuitry loomed as the basic criterion as to whether materials would be allotted for manufacture of color television equipment.

Distinction was drawn between color-only receivers and black-and-white sets which could be equipped to house the color tube. Materials earmarked solely for color are flatly prohibited, NPA officials explained, while metals to be used in circuitry for installation of color tubes in monochrome sets may be granted.

Exception Noted

Under the government's formal ban, no prohibition would be placed on "the manufacture of color television equipment for use on a closed circuit for industrial purposes, or by hospitals or educational institutions for instructional purposes" [B•T, Nov. 26].

NPA officials speculated that the regulation means in its present form, that Paramount Pictures Corp. would be permitted to obtain materials to incorporate the so-called Lawrence tri-color tube, for example, into existing black-and-white receivers. Other methods requiring extensive change of circuitry would not be as fortunate, however.

Another method touching on color TV is the Eidophor-CBS large screen TV unit which 20th Century Fox Film Corp. plans to demonstrate in New York this month. The materials outlook for this enterprise, under 20th Century's Chromatic Television Labs, is unknown. It was understood, however, that 20th Century attorneys plan to seek a clarification of the order from NPA.

NPA was besieged with queries from manufacturers seeking a clarification of its order (M-90), pointing out that in most instances only small amounts of materials are needed compared to metals for monochrome set production.

One issue involved the future of color theatre TV equipment which would, by implication under the NPA directive, be banned. NPA officials conceded that as commercial institutions, such enterprises may fall under the ban, though the agency has not set a policy.

The exemption for "experimental" uses was regarded as limited in NPA circles, referring largely to defense-supporting programs and frankly industrial or factory firms.

Testifying on Capitol Hill, Mobilizer Wilson told the joint committee that military production has not been "substantially affected" by maintenance of reasonable levels for civilian hard goods. But shortage of nickel may necessitate a reduction in products next year. He also cited strikes as a reason for production lags.

Mr. Fleischmann declared that "if you cut out civilian production completely, it would not increase the production of planes one bit in 1952."

The Senate Preparedness Committee, headed by Sen. Lyndon Johnson (D-Texas), had other ideas, however, which it expressed in an interim report. It urged a "procurement czar" to speed up the re-armament program.

ARMED and bewhiskered Westerner is Ray Livesay, president, WLBH-AM-FM Mattoon, Ill., and president, Illinois Broadcasters Assn., returned from his sixth annual deer hunting trip in the Colorado mountains. Mr. Livesay took along a small motor generator to operate a tape recorder with which he taped 10 quarter-hour shows on his hunting experiences for sale to a local sporting goods store.

As a case in point, the subcommittee noted that electronics deliveries during April-June 1951 were 30% "behind the target." Data was compiled on the basis of figures provided by defense agencies. Another complaint was that small business is not getting its share of defense orders.

WDBJ FOR ROANOKE AND SOUTHWEST VIRGINIA

The million people in WDBJ's coverage area will earn nearly a billion dollars this year. Here's WDBJ's family coverage, according to the 1949 BMB:

Day — 110,590 families in 36 counties
Night — 85,830 families in 31 counties
and 3 to 7 days weekly

Day — 90,320 families *Night — 66,230 families*

For further information:
Write WDBJ or Ask FREE & PETERS!

WDBJ Established 1924
CBS Since 1929

AM — 5000 WATTS — 960 Kc.
FM — 41,000 WATTS — 94.9 Mc.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

CAPEHART PLAN

Hearing Studies Possible Changes

BATTLE lines were drawn anew last week between government price stabilization officials and proponents of the controversial Capehart formula for allowing advertising and other overhead costs.

Tempers flared again on Capitol Hill before a Joint Defense Production Committee in what appeared to be a dress rehearsal for an administrative move to repeal or modify the formula next January.

Chief protagonists on the Congressional firing line were Price Stabilizer Michael V. DiSalle and Sen. Homer Capehart (R-Ind.), author of the plan which since has become law.

Sessions were called by the committee under the chairmanship of Sen. Burnet Maybank (D-S. C.) for the purpose of reviewing the existing Defense Production Act and studying possible changes when Congress reconvenes next month.

Under regulations issued by the Office of Price Stabilization last month, manufacturers may self-authorize price boosts based on GPR 22—the general industry order—as implemented by the Capehart formula. They may compute new ceilings, taking into consideration advertising, selling, research, administration and other "reasonable" costs incurred to July 26, 1951 [B•T, Nov. 12].

GPR 22 becomes mandatorily effective Dec. 19. Producers of multi-product lines also may take advantage of these new allowances, but radio-TV set manufacturers will be exempt pending issuance of tailored regulations [B•T, Nov. 26, 19].

Even as OPS put teeth into the Capehart option, administration forces complained that they had no other choice, despite the prospect of higher prices on many products and the "unworkability" of the allowance plan.

This complaint was renewed again last week by Mr. DiSalle, who told the committee it has been "very hard" to hold the price line. He expressed hope, however, that once costs are absorbed, the price level may remain steady.

Sen. Capehart accused Mr. DiSalle of defying his plan, which provided for advertising and other allowances for the first time, and charged that OPS had "sat around for four months and done nothing." Price officials had taken no action, contending administration of the Capehart amendment would be "unwieldy" and waiting for Congress to modify the formula along administration lines—that is, generally on industry-wide bases.

In other developments last week OPS took these actions:

(1) Issued a simple pricing method permitting smaller manufacturers (with net sales of $1 million or less for the last complete fiscal year ended July 31) to adjust ceilings in accordance with the Capehart option. Manufacturers who showed a 15% net sales jump the first half of 1951 over a similar period last year are not eligible.

(2) Reported that manufacturers filing under GPR 22 must apply by Dec. 19 regardless of whether they also filed for adjustment on Form 100 under the Capehart plan. They no longer will be required to wait 15 days before imposing new ceilings.

CITATION of Merit goes to Fred Nahas, vice president and general manager, KXYZ Houston, from the Disabled American Veterans. Bronze plaque was presented during a *Saturday at the Shamrock* broadcast. L to r: Comdr. Edward Boehner, commander of DAV's 4th Region, on behalf of the national organization; Mr. Nahas, and Frankie Laine, who offers congratulations. Citation marked Mr. Nahas' "outstanding service" to the veterans organization.

AAAA EXAMS

Set for Feb. 16, 23

SIXTH annual examinations for advertising to be conducted by American Assn. of Advertising Agencies will be held in leading markets throughout the country Feb. 16 and 23, Sydney H. Giellerup of Marschalk & Pratt Inc. and chairman of the AAAA examinations committee, announced Wednesday.

Scheduled so far for 13 cities, the examinations will test aptitude-temperament and practical knowledge of various facets of advertising, with appraisal of scores based on a study of some 4,500 people actually working in advertising. Applications for the tests may be made through AAAA headquarters, 420 Lexington Ave., New York.

WFIL Philadelphia is making available to bar association of Ohio, North Carolina and Tennessee specially-packaged transcriptions of station's prize-winning *What America Means to Me* program series. The lawyers' groups have requested the recorded programs in response to a WFIL offer to furnish the transcriptions at cost to such organizations and to more than 3,000 AM, FM, and TV stations throughout the country.

IBEW STAFF

Radio-TV Unit Realigned

BROADCASTING staff of International Brotherhood of Electrical Workers has been realigned, President D. W. Tracy announced last week.

With the union's growth in the broadcast field, he said, a more clearly defined division devoting its attention exclusively to radio and TV has been created. The division will handle recording and allied fields as well.

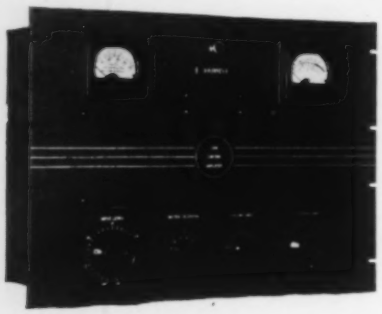
Albert O. Hardy, former business manager of Local 1215, Washington, D. C., has been named international representative in charge of broadcasting and recording. He resigned from WTOP Washington and has just completed a three-month special assignment for the union.

Harold J. Becker, past president and former business manager of Local 1217, St. Louis, has been named an international representative assigned exclusively to broadcasting. He is currently on special assignment in the West. For several years he was at KMOX St. Louis.

Lawson Wimberly, who has directed and supervised radio and TV activities at IBEW since 1940, will devote more time, as assistant to the international president, to the TV set servicing field. During Mr. Wimberly's regime IBEW's station list increased from 70 to more than 600 AM and FM outlets, with the number of locals growing from six to 65. IBEW currently has a national contract with RCA Service Co. for TV servicing and already has 40 locals in this field.

New ACLU Report

REPORT of American Civil Liberties Union on blacklisting in the radio and television industries will be published early in 1952 by Doubleday & Co. Novelist Merle Miller, an ACLU board member, prepared the report after a year-long study of the problem, with *Red Channels* and its companion newsletter *Counterattack* his major subject of investigation.



Collins 26W-1 Limiting Amplifier

How to add to your coverage

AM, FM and TV stations can employ the Collins 26W-1 limiting amplifier to their great advantage.

It limits loud audio passages, thus preventing overmodulation and the accompanying distortion and adjacent channel interference. This limiting action permits a higher average modulation level, and consequently a stronger transmitted signal.

The 26W-1 performs with equal satisfaction in recording operations. It regulates the audio level and prevents overloading the cutting head, and by raising the average audio level it improves signal to noise level.

Write your nearest Collins office for further information.

For broadcast quality, it's . . .

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18 | 1937 Irving Blvd. DALLAS 2 | 2700 W. Olive Ave. BURBANK | Dogwood Road Fountain City KNOXVILLE

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA

In RETAIL SALES

GREENVILLE	$151,050,000
Columbia	136,965,000
Charleston	125,097,000

Sales Management, 1951

MAKE IT YOURS WITH **WFBC** 5000 WATTS
The Voice of Piedmont Station, Greenville

NBC affiliate for the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

PATENT DATA

FCC Would Require Filing

TO FILL a hole in the information it gets from licensees, FCC last week proposed to require patent information from all who hold broadcast authority [CLOSED CIRCUIT, Oct. 29].

Proposed rule would require all patent holders, or those licensed by a patent holder, to annually furnish the FCC with such information as numerical listing of patents, rights of persons using them, Patent Office classification and sub-classification numbers, filing and expiration dates, service or services for which the patent is being used, names of patent holders, agreements involving patents and patent licensing policies.

Comments on the proposal are called for by Jan. 5, 1952.

FCC for some time has been interested in patent information in the communication and broadcast field. In the common carrier services it has for many years been getting this type of information voluntarily. This has been less true in the broadcast field—including safety and special services (police, amateurs, industrial, etc.).

Most recent instance of patent requirements by the FCC was during the TV color hearing when all parties were requested to disclose patent information. Earlier there had been patent disclosures during the 1946 FM hearings.

The Commission apparently is relying on the "new uses" and anti-trust provisions of the Communications Act (Sections 303, 311 and 313) as well as other provisions for its power to require the filing of patent information.

WCRB TRANSFER BID

Jones and Paine Acquire

UNDER terms of a stock transfer application filed with FCC last week, Theodore Jones and Stephen Paine will purchase WCRB Waltham, Mass., from Richard C. O'Hare and Deuel Richardson. Price is $40,000.

Mr. Jones, executive manager and one-third owner, will acquire more stock and become president, treasurer and general manager of station. Mr. Paine, who is with the Boston investment brokerage firm of Paine, Webber, Jackson & Curtis, is buying Mr. Richardson's one-third interest for $20,000, and he and Mr. Jones are each paying $10,000 for Mr. O'Hare's one-third interest. This was one of the six transfer applications filed with the FCC last week, (see FCC ROUNDUP, page 103).

KLIX
IS KLICKIN'

FCC MONITORS

Heroes in 'SEP' Story

CRACKING good man-hunt story —with FCC Field Engineering & Monitoring Service engineers as heroes—is contained in Dec. 1 *Saturday Evening Post*. First of two-part series, entitled "They Track Down Outlaw Broadcasters" by *SEP* Editor Robert M. Yoder, relates how FCC technicians tracked down two illegal transmitters used to broadcast race track results—so that accomplice with receiver could put down a bet on a horse that had already won.

Article describes how big "fix" is made from main monitoring stations and how regional and local FCC engineers close in on the illegal transmitting site through use of direction finding equipment mounted in automobiles, in suitcases and even in pockets.

FCC tracks down 150 illegal transmitters a year, the article says. It also states that there are 430,000 transmitters on the air—of which only 4,600 are broadcast stations (AM-FM-TV and auxiliaries). It also describes how extensively radio is used today—by cattlemen, movie directors, doctors, railroads, even cemeteries.

OPERATIONS and staff of KRLD-AM-FM-TV, Dallas, were covered with stories and pictures in *Dallas Times Herald's* 75th anniversary edition Nov. 25.

Starts Them Young

WTTM, NBC affiliate in Trenton, N. J., believes in breaking them in as soon as possible. Priscilla Mark, for example, is only 5 years old, but made her debut as a radio announcer on WTTM Thanksgiving day when she described the arrival of Santa Claus at a local department store's toyland, climax of a pre-Christmas parade held in Trenton. Miss Mark's commentary was under the direction of her father, S. Carl Mark, station's general manager.

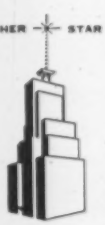
We go **OUT OF OUR WAY**
to find the facts

At The Mutual Life we are very anxious to know what people really think of us. And—because public confidence is important to the success of a life insurance business—we go out of our way to find out.

We conduct surveys among different groups of people . . . our policyholders, our own home office employees, branch office employees and salesmen out in the field. We even solicit the opinions of strangers, such as the salesmen of competing life insurance companies and the general public.

From our policyholders we seek opinions on the quality of the services we offer. Our employees have a chance to tell us what they think about working conditions and the various personnel programs carried on for their benefit. We invite our salesmen to comment on virtually every phase of Home Office activity because their criticism or suggestions for improvement are welcome.

These periodic surveys help direct our efforts to improve service to our policyholders and the public.



THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK
1740 BROADWAY AT 55TH STREET • NEW YORK 19, N. Y.

COLOSSUS of the CAROLINAS

WBT

CHARLOTTE, N. C.

THE BIGGEST SINGLE ADVERTISING MEDIUM IN THE TWO CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

air-casters

ALAN CUMMINGS named promotion manager and morning disc jockey KRSC Seattle. Mr. Cummings was with WWDC Washington and WSCR Scranton, Pa.

ROBERT MONTGOMERY appointed to announcing staff WGAR Cleveland, replacing **BUD HAWKINS**, now with WJER Dover, Ohio, in same capacity.

BUD BOWERS, announcer WWIN Baltimore, to WBAL Baltimore in same capacity.

CHARLES HAMILTON, director of public service and supervisor of music, KFI Los Angeles, takes on additional duties of publicity director.

BOB BROWN, WGEM Quincy, Ill., rejoins announcing staff KGGM Albuquerque, N. M.

LOU MORTON, announcer WLW Cincinnati, named to announcing staff WTMJ-AM-TV Milwaukee. Mr. Morton succeeds **DAVE CHASE**, resigned.

MILT GRANT, disc jockey WINX Washington, to WOL Washington in same capacity. Mr. Grant replaces **HAROLD JACKSON**, resigned.

JOYCE SMITH, director of women's programs WDSU-TV New Orleans, presented citation by local commissioner of safety for her "untiring efforts on her television show" to promote safety.

RUTH TALLEY, record librarian WMID Atlantic City, N. J., to WIP Philadelphia, in same capacity. Miss Talley replaces **GEORGE HART**, who leaves to join announcing staff WHAT Philadelphia.

VIKI VOLA, featured on ABC's *Mr. District Attorney* as "Miss Miller" who was recently appointed chairman of United Hospital Fund radio division, last week named radio actresses **CLAUDIA MORGAN** and **ALICE FROST** and announcers **BUD COLLYER** and **DAN DONALDSON** to serve with her during fund's 1951 campaign. Volunteer radio stars will aid in current appeal for $3,500,000 by appearing in program in behalf of Fund. **KATHI NORRIS**, daytime television personality, appointed chairman of television division of United Hospital Fund. Miss Norris will direct and coordinate all TV activities during fund's 73rd annual money-raising campaign on behalf of its 82 nonprofit, member hospitals.

LYAL BROWN, announcer CKGB Timmins, to CKCK Regina, in same capacity. **JERRY BARBER**, reporter CKCK Regina, named librarian.

DON TREMAINE, announcer CHNS Halifax, to CBI Sydney, N. S. **JOHN MacEWEN**, announcer of CBI Sydney, to CBH Halifax. **NORM McBAIN**, war correspondent Canadian Broadcasting Corp., in Korea, father of boy.

BILL GILMOUR, relief announcer CBX Edmonton, to CJCA Edmonton.

DICK DIESPECKER, commentator CJOR Vancouver, appointed promotion manager of *Vancouver Daily Province*.

ROBERT FALLON, Hollywood TV producer, and Marie Wilson, film and stage actress, to be married in Santa Barbara, Calif., Dec. 14.

EUGENE W. MOSS, promotion and advertising department, WOR New York, and **JACQUELINE EISENBERG**, Lester Harrison Inc., N. Y., advertising agency, married Nov. 20.

GUY LeBOW signed to one-year contract as emcee of *Six-Gun Playhouse* on WABD (TV) New York (Sat. 6-6:30 p.m.).

JERRY GRAY, orchestra leader on CBS Radio *Club 15*, and Gail Denby, were married Dec. 1.

JOHN EGAN, program director WGTM Wilson, N. C., to announcing staff WONS Hartford, Conn. **HELEN MORRIS**, women's commentator WCNX Middletown, Conn., named women's page editor WONS.

JANE LAMBERT, production staff NBC Chicago, and **DON HASSLER**, director of transcription department ABC Chicago, married, Nov. 10.

News . . .

JOHN McCUTCHEON RALEIGH, noted war correspondent news analyst and author, named *Inside Philadelphia* reporter on KYW Philadelphia. Mr. Raleigh succeeds **JERRY WARREN**, staff announcer who has been reassigned.

GLEN BROUGHMAN, newscaster KWWL Waterloo, Iowa, appointed news director WQUA Moline, Ill.

DICK COOK, news department WLWD (TV) Dayton, to news staff WMCT (TV) Memphis.

ALLEN JEFFRIES, newscaster WIRE Indianapolis, received an "Osa," outstanding safety award, from the Indianapolis Safety Council and Chamber of Commerce "in appreciation of your continuous efforts to curtail the mounting slaughter of our fellow citizens on the streets and highways." The award was a statuette likeness of Mr. Jeffries, complete with microphone.

BOB McVAY, sportscaster KFJI Klamath Falls, Ore., convalescing at home following injuries sustained when he was struck by a skidding automobile.

WILLIAM KENNEALLY, newscaster, CBS-KNX Hollywood, takes over network's Mon. through Sat., 10:15 p.m. newscast, relieving network news analyst **CARROLL ALCOTT**. Mr. Alcott continues preparing and broadcasting six weekly *The World Today* news analysis.

CHET HUNTLEY, newscaster and news analyst ABC, elected to board of Greater Los Angeles Press Club, as radio-television representative.

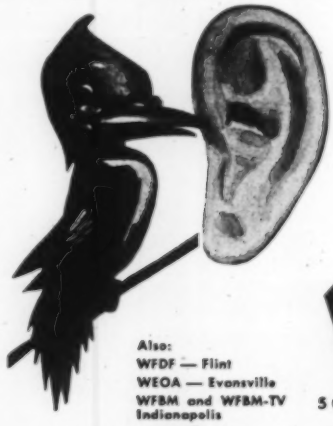
DAVID ANDERSON, newscaster NBC Hollywood, father of girl, Janet Gail, Nov. 16.

ELEANOR HENSHAW, secretary to **BILL WHITLEY**, director of public affairs, CBS Hollywood, named administrative assistant to Mr. Whitley.

WBUD Double Duty

WHEN it came to football coverage last Thanksgiving Day, WBUD Morrisville, Pa., blossomed. Challenge was the scheduled broadcast by Bus Saidt, WBUD sports director, of two local high school games whose contests were 90 miles away from each other. First game—Morrisville High vs. Bristol High—got underway at 10:30 a.m. with final whistle at 12:30 p.m. The other — Trenton Catholic vs. Stepinac High (at White Plains, N. Y.,)—was set for a 1:30 p.m. kickoff. Mr. Saidt, after close of the Morrisville game, flew to Westchester County Airport, a 30-minute flight, then motored to the stadium in a 25-minute trip. Result: Mr. Saidt arrived 20 minutes late but was on the air at 2 p.m. taking over from his standin, a Trenton sportswriter. He was back home for his 6 p.m. sports show that night.

RCA Institutes, one of the country's oldest radio technical training schools, last Tuesday graduated 184 students, including four members of the U. S. Coast Guard, at commencement exercises in the Western Union Bldg. auditorium in New York. Ivan S. Coggeshall, Western Union general traffic manager, delivered the main address on "Radioelectronics — Opportunity with Some Obligations."



In Greater Grand Rapids
. . . the most ears
are WOODpecked!

Also:
WFDF — Flint
WEOA — Evansville
WFBM and WFBM-TV Indianapolis

KATZ AGENCY

WOOD

5000 WATTS • NBC AFFILIATE AND WOOD-TV
GRAND RAPIDS, MICHIGAN

IERT AWARDS

Set by Radio-TV Institute

INSTITUTE for Education by Radio-Television at Ohio State U. will give awards to networks and stations in 14 radio and six television categories in its 16th annual competition, Director L. Keith Tyler announced last week.

Basis for program evaluation, he said, will be "educational value and significance, production quality and interest and appeal to the audience to which it is directed." The number of entries by any station or network is unlimited.

Nominations will be made between now and Jan. 1 by industry groups and civic and educational organizations, as well as stations and networks. Announcement of the awards will be made April 14, 1952, and prize-winning programs will be available for review at the 22d annual Institute meeting in Columbus April 17-20.

Radio entries will be judged cooperatively throughout the country, but all TV nominations will be evaluated at Columbus, Dr. Tyler said.

KYW 'BUNDLING'

Local Tie-Ins Set

"BUNDLING" has taken on new significance for KYW Philadelphia. "Bundling" is KYW's version of back-to-back programming on the local level. Faced with the necessity of holding local audiences with programs that have little or no relation to each other, the "bundling technique" is aimed at pulling these different types of shows together.

KYW's entire two-hour period from 12 noon to 2 p.m. is named "Two A Day" and features Gene Graves, KYW personality who opens and closes the package, delivers station breaks between shows, and exchanges friendly witticism at the beginning and ending of every show with the personalities involved.

The effect of this presentation, it is felt, will result in "bundling" the shows together so that listeners will be willingly guided from one show to another.

We Pay Our Respects

(Continued from page 56)

policies and launching a sales promotion program.

In 1935, he was appointed New York State sales representative of NBC and in 1936 he founded a radio advertising agency where he continued to write copy and continuity, announce, sell, produce programs and—sweep the floor occasionally.

Mr. Leighton in 1939 organized the Western Gateway Broadcasting Corp. and became its first and only president. The company put WSNY on the air July 15, 1942.

He has been active in the station's management from its inception and now handles the duties of treasurer and general manager in addition to being president.

Outside of his wife and four children, radio is the most important thing in Mr. Leighton's life. But he still finds time and energy to be active in community life, a matter he considers important for all station managers.

He is or has been a member of Rotary, the Schenectady Chamber of Commerce, Better Business Bureau, the Mohawk Club and the Mohawk Golf Club of Schenectady, the YMCA, the Radio Executives Club, the Community Chest, Red Cross and the St. Clare's Hospital Drives; a director of the Schenectady County Committee on Tuberculosis and Public Health and the Retail Merchants Bureau; vice chairman of the Army Advisory Committee for the U. S. Army First Army Headquarters Command.

Television Views

Mr. Leighton frankly admits he was "scared silly" about television competition three years ago but now points to WSNY's gains in both listeners and revenue during the period of TV's greatest growth in Schenectady as proof that competition begets the answers to competition.

He confidently expects that WSNY will continue to be a strong community influence as well as a profitable business 20 years from now.

"WSNY occupies a position in the community and fulfills a definite need that cannot be matched by any other medium yet devised," he feels, and this is the basis for his optimism.

Shouldering the civic responsibility which any station manager feels, Mr. Leighton sees that his station performs its share of public service.

He believes that one form of public service which all local stations should perform is to campaign and editorialize for the elimination of crime and the exposure of undue political influence, on the local level.

He practices what he preaches. A WSNY news commentator's "vigorous and fearless attacks on local crime and possible political influence have coincided with a special grand jury investigation which has lasted for many months and is expected to bring in a number of indictments."

"My ambition," says Mr. Leighton, "which is merely the desire to live the necessary years, is to see the complete acceptance of the fact that radio can be a far more powerful influence than it ever has been. All media for the communication of ideas have their own special advantages. Television will no more destroy radio than radio destroyed newspapers. I want to see the complete acceptance of this fact. I am encouraged that the means of establishing it are so immediately at hand."

With a smile, he will tell you that in trying to do justice to all his multiple activities, he just doesn't seem to find time—even occasionally—to sweep the floor anymore.

MBS GRID SCHEDULE

Airs East-West, Blue-Gray

TWO YEAR-END football contests — Blue-Gray (North-South) from the Cramton Bowl, Montgomery, Ala., and East-West from Kezar Stadium, San Francisco—will be broadcast exclusively coast-to-coast on MBS Dec. 29.

Play-by-play coverage will begin with the Blue-Gray game scheduled to begin at 2:30 p.m. EST. It will be followed immediately by the East-West contest. Games will be sponsored by Gillette Safety Razor Co., through Maxon Inc., both New York, and Motorola Inc., Chicago, through Ruthrauff & Ryan, New York, respectively. Proceeds from both games will go to charity—an orphanage, and Shriners Hospital for crippled children. MBS has carried the broadcast of the Blue-Gray classic since 1945, and East-West games since 1942.

CFDA Victoriaville, Que., new 1 kw on 1380 kc, is now on the air. Station is represented by Radio & Television Sales Inc., Toronto and Montreal.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Why WFBR is BIG in Baltimore

NO. 1 OF A SERIES

CLUB 1300

CLUB 1300 is *the big* participating program in the Baltimore area! Biggest average ratings for the full seventy-five minutes, biggest mail pull, biggest studio audiences, biggest in every way.

CLUB 1300 success stories are legion. Ticket requests are fabulous. Audience loyalty is tremendous! Get aboard CLUB 1300 for your share!

Ask your John Blair man or contact any account executive of . . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE, MD

TOPS IN PUBLIC SERVICE

Star disc-jockey Paul Berlin obtained 1,760 donations for the Southwest Blood Bank on his recent broadcast marathon. Starting midnight October 4, Paul was on the air continuously for 18 hours and 16 minutes, emceeing all regularly scheduled broadcasts, spinning records, and urging the public to give blood.

KNUZ, now as in the past, leads in public service promotion in Houston.

TOPS IN HOOPER

These programs are now available:

"WEST'S BEST"

Featuring Tall & Thinly Al McKinley 1:15 - 1:30 p.m. Monday through Friday.

*Tied for No. 1 Hooper in Market

"SPINNER SANCTUM"

Featuring Walt (Joe) Colvin 3:30 - 3:45 p.m. Monday through Friday.

*No. 2 Hooper in Market

*August, 1951 Hooper.

For information call
FORJOE
National Representative
or DAVE MORRIS
General Manager
at KEystone 2581

K-NUZ Radio Ranch

P.O. BOX 2135
TWX HO 414
HOUSTON, TEXAS

HOLIDAY FOR ROMANCE

WJOB Couple Marks Anniversary With Award

FIRST anniversary of Mr. and Mrs. Jerry Mitchell, husband-wife team at WJOB Hammond, Ind., was observed by a celebration marking award of a silver cup by the Citizens Committee for the Hoover Report. The cup was presented to the couple Nov. 25 at a breakfast held at the Conrad Hilton Hotel by the Hoover committee.

Mrs. Mitchell is the former Bonnie Bonhiver, who fought partial paralysis following a fall nine years ago. She has progressed since 1942 from bed to wheelchair to crutches to a cane.

The Hoover award was based on a WJOB program by the couple in which they discussed need for reorganization of the Dept. of Agriculture according to recommendations in the committee's report.

Three days a week the Mitchells do an inspiration program on WJOB from their North Shore suburban home. "My own experiences help me understand other people's problems," Mrs. Mitchell said. Besides radio and house work, she writes magazine stories and has a book under way. Mr. Mitchell is an announcer at WJOB.

Once a week—BROADCASTING • TELECASTING arrives at the Mitchell home, says Bonnie, adding, "Then I almost wonder which he loves most, BROADCASTING • TELECASTING or me."

The romance started on Valentine's Day 1950 when Jerry taped an inspirational-type interview with Bonnie Bonhiver. Afterward he stayed to chat.

"We toasted marshmallows and hot dogs in the fireplace, and talked," she recalls. Then Jerry observed, "I'm not handicapped, Bonnie, but I want to bring inspiration and courage to people, too." He came other evenings. On Thanksgiving Day, 1950, they were married.

TECHNICAL MEET

Held on Defense Needs

INDUSTRIAL dispersion and other facets of mobilization were reviewed by government officials and planning authorities from 41 states in a three-day conference held in Washington, D. C., last week.

The fifth annual Technical Seminar for Planning and Development Agencies was arranged by the Dept. of Commerce at the request of the Assn. of State Planning and Development Agencies. It was designed to coordinate state and federal planning. Other topics included small business problems and forecast, availability of materials, American resources, and census data.

Manly Fleischmann, administrator for the Defense Production Administration and National Production Authority, addressed a dinner session at the National Press Club Tuesday. Philip Coombs, executive director of the President's Materials Policy Commission, discussed "Future of Our Resources" last Thursday. Commission director is William S. Paley, CBS board chairman.

Other addresses were given by officials of the Munitions Board (which handles military electronics procurement), the National Security Resources Board (security and censorship), Bureau of the Census, Small Defense Plants Administration and the Office of Business Economics.

Presley Lancaster, NSRB deputy director, reviewed industrial dispersion. Upwards of 60 areas have launched such a program, with at least 10 major cities reporting substantial progress.

Existing industry plants are not affected under the NSRB dispersal blueprint. Policy is to construct new plants within reasonable areas of marketing and production centers. Electronics firms which expand would fall under this policy.

Benjamin Singer

BENJAMIN SINGER, 44, manager of special engineering products for Emerson Radio & Phonograph Corp., New York, died last Wednesday in Memorial Hospital, Brooklyn. Before joining Emerson, Mr. Singer had been chief engineer for Teletone Radio and Air King Radio Corp. (now CBS-Columbia Inc.). He was a member of the Radio Club of America. Surviving are his wife, two sons, his parents, four brothers, and two sisters. Funeral service was held Thursday at Riverside Memorial, New York, and interment was at Cedar Park cemetery.

WHAT is considered largest single quiz contest prize ever won in Canada was awarded to Miss Carmen Gauthier of Three Rivers, Que. Program *Casino de la Chanson* originated at CKAC Montreal, and the prize money totalled $3,950.

LABOR MARKET

Tobin Gives Area Report

SURVEY of major production centers by the Dept. of Labor revealed last week that roughly one-third—or 66 out of 174—have either a balanced labor supply or labor shortages.

"The outlook is for progressively tighter labor markets in many of the nation's major centers of population as defense manpower requirements expand," Labor Secretary Maurice Tobin declared. He said there are serious unemployment problems in many areas.

"Despite uncertainties stemming from tightening materials controls and the continued undermined status of the market for many civilian products, employer-hiring anticipations indicated increased factory employment by January in a total of 138 areas, Mr. Tobin reported.

Most Critical Points

Areas with the greatest shortage—or facing labor scarcity—include Hartford (Conn.), Aiken (S. C.), Augusta (Ga.), Davenport (Iowa), Rock Island and Moline (Ill.), Indianapolis (Ind.), Wichita (Kan.) and San Diego (Calif.).

In addition to these, 60 other areas were cited as having a "balanced labor supply"; 93 as having "moderate labor surplus," and 15 with a "substantial labor surplus."

Tightening materials controls and lagging civilian demand resulted in consumer goods unemployment in such states as Kentucky, Michigan, Ohio, Illinois, Indiana and Wisconsin.

Greystone's Musical

GREYSTONE PRESS, New York (American Recording Society), through Huber Hoge & Sons, same city, sponsored a one-time musical program starring Jacques Fray, which immediately followed the Metropolitan Opera broadcast, last Saturday, 5:30-5:45 p.m. EST, over ABC Radio.

"STUMPUS"

. . . AVERAGING OVER 9,000 LETTERS A WEEK

(see inside front cover)

WLS CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

NCAB INQUIRY

'Run Around' Charges Probed

CHARGES by two North Carolina stations that they were given a "run around" in regard to broadcasting a high school championship football game were being investigated last week by the North Carolina Assn. of Broadcasters.

Jack S. Younts, general manager of WEEB Southern Pines and NCAB executive secretary-treasurer, revealed Thursday that complaints had been filed by James McNeil, general manager of WTSB Lumberton, and Nathan Frank, general manager of WHNC Henderson.

The complaints stemmed from broadcast arrangements of the Henderson-Lumberton high school championship football game.

Mr. Younts said that the station managers told them that the high school coaches had agreed not to permit live broadcasts of the contest. They had reportedly agreed to a tape recording—to be played back after the game.

Then, according to Messrs. McNeil and Frank, five minutes before kickoff time, WHNC was given permission to carry the game live.

The Lumberton coach denied making any such agreement and declared, "There was no school plan to squeeze the station out."

Messrs. McNeil and Frank wired NCAB asking that the legality of high schools barring local radio stations from broadcasting athletic contests live be established. Mr. Frank suggested the matter be taken up by the North Carolina High School Athletic Assn.

Reading Bid

INITIAL decision proposing to deny the application of John J. Keel and Lloyd W. Dennis for a new station in Reading, Pa., on 1510 kc with 1 kw fulltime, directional, was issued last week by FCC Hearing Examiner Basil P. Cooper. The examiner, among other things, found the new station would cause interference to WLAC Nashville in an area covering 332,000 sq. mi. with a population of more than 12-million.

ZENITH Radio Corp. marks 25 years service of two veteran members in its organization. L to r: Comdr. E. F. McDonald Jr., Zenith president; John Kuhajek, assistant treasurer who joined the company in 1926 as an office boy; John Prentiss, hearing aid engineer, who once worked on firm's production line and attended technical schools at night; and Hugh Robertson, executive vice president of Zenith, who attended gift presentation. Comdr. McDonald gave each veteran a self-winding gold watch and diamond-studded service pin.

WIP DISCOUNT PLAN

Issued For Saturation Ads

WIP Philadelphia has announced a new "Dollar Volume Discount Plan" to accommodate advertisers who want saturation advertising campaigns that involve large amounts of money spent over a comparatively short time. It was effective last Saturday.

The plan offers a dollar volume discount ranging from 15% after frequency discount for expenditures of $425-$999 per week, 20% for $1,000 to $1,499 per week, and 25% for $1,500 per week or over. Announcements and programs may be combined to earn this discount, which applies to time charges only. Benedict Gimbel Jr., president and general manager of WIP, in commenting on the new discount structure said: "This new discount on WIP should attract advertisers who wish to spend large amounts of money for short campaigns, using programs, announcements, or both."

GENERAL ELECTRIC Co.'s electronic division, has announced that it will use two buildings and a part of a third at Bridgeport, Conn., for the manufacture of military equipment.

WINX TRANSFER

IBEW Asks Reconsideration

IBEW Local 1215, Washington, D. C., last Thursday asked the FCC to reconsider its grant of consent for assignment of license of WINX Washington to United Broadcasting Co., operating WOOK Washington and a new station in Rockville, Md., which carries the WINX call letters.

The union charged that its contract with WINX under Banks Independent Broadcasting Co. ownership has another 5½ months to run, but the IBEW technicians have been replaced by non-union employes of United.

FCC has power to grant relief to the union under the "public interest" requirement, since this protects the rights of station employes, the union contended. The former WINX owner notified IBEW last Nov. 16 that the station had sold physical assets to United and would discontinue business Nov. 27.

WOOK changed its Washington assignment last Monday midnight to 1340 kc, 250 w fulltime, the former WINX assignment under Banks ownership. WOOK had operated as a Silver Spring, Md., station. The WINX call letters were transferred to a new Rockville station with 1 kw on 1600 kc daytime.

IBEW points out it notified the FCC, United and Banks interests last Aug. 22 that it was raising the question of its members' interests in the WINX transfer. Another letter was sent to FCC Sept. 24, the union added.

Counsel for United told BROADCASTING • TELECASTING the union's petition was without precedent in FCC records. United is preparing an answer to IBEW in which it will be argued that the petition is out of order since the transaction has been completed. United will contend the FCC never intervenes in private disputes involving relationship of employes and that the action should be filed in court.

WSAZ
HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations

MORE LISTENERS
THAN
ALL STATIONS
COMBINED*
*by C. E. HOOPER.....1951

5000 WATTS—930 KC
ABC PROGRAMS

Represented by
THE BRANHAM COMPANY

WSAZ-TV
Channel 5
EXCLUSIVE
Coverage
OF THE
HUNTINGTON
CHARLESTON
TV MARKET
ABC—CBS—NBC—DTN
Represented by
THE KATZ AGENCY

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Farm Directors

(Continued from page 44)

Dept. of Agriculture information recognize farmers as producers as well as consumers and cooperate locally with NARFD on stories.

NBC and 13 stations received awards from the National Safety Council at the Sunday luncheon, when Paul Jones, director of public information, cited them for "exceptional service to farm safety."

The winners, with some of the activities for which they were cited, are:

NBC, sponsoring a *National Farm and Home Hour* (Allis-Chalmers) survey in Miami County, Ohio, with a kickoff broadcast during National Farm Safety Week followed by four quarterly reports and a summary network broadcast from Lima, Ohio.

KELD El Dorado, Ark., 120 special farm safety programs and several references on regular shows.

KFEQ St. Joseph, Mo., 50 radio-telephone interviews, consistent coverage on farm safety, an essay and safety slogan contest.

KLBM LaGrande, Ore., year-round safety program, and 20 sponsored spots daily during National Farm Safety Week.

KPOJ Portland, Ore., year-round program, sending 15-minute safety show to 23 Oregon stations.

KUOM St. Paul, Minn., servicing tape-recorded interviews to 14 Minnesota stations, sending radio shorts to 45 stations and arranging for safety specialists from the U. of Michigan to appear on 10 shows on WCCO and KSTP Minneapolis.

KWTO Springfield, Mo., "exceptionally fruitful" contest among Future Farmers of America, reference to safety on 900 regular shows and 50 special farm broadcasts plus 400 spots.

WBZ-AM-FM-TV Boston, all-round coverage on 500 regular broadcasts.

WHFB Benton Harbor, Me., a series of interviews with accident victims, consistent coverage.

WHO Des Moines, all-year program, farm safety contest, annual fire prevention contest, plowing contest and a system for broadcasting all available farm accident reports in the state.

WIBC Indianapolis, a farm safety quiz.

WIBX Utica, N. Y., reference to safety on all regular farm broadcasts, 92 special farm safety programs, use of Polish and Italian safety jingles, devoting the entire *Farm and Home Show* two hours daily to safety during National Farm Safety Week.

WIOU Kokomo, Ind., radio-telephone interviews with accident victims, reference to safety on 924 regular programs, 29 farm safety shows and "hundreds" of spots.

WNAX Yankton, S. D., "original" programming idea in Accidental Jones, first aid kit campaign, 1,400 spots and 34 special shows.

The annual banquet speaker Sunday was James E. McCarthy, dean of the College of Commerce at Notre Dame. The luncheon speaker Saturday was Tom Swearingen, public relations counsel for the Water Resources Corp., Denver, while Gene Flack, sales counsel and director of advertising for Sunshine Biscuit Co., Long Island City, gave the address at dinner that night.

Mr. Alampi opened the convention and introduced the following committee chairmen:

Paul Visser, NBC Chicago, and Roy Battles, WLW Cincinnati, convention program; Jerry Seaman, Bert S. Gittins Advertising, Milwaukee, convention facilities; Don Huckle, Park & Pollard Feed Co., Buffalo, extension relations; Chuck Worcester, WMT Cedar Rapids, professional guidance; Al Bond, Washington State College, handbook.

Herb Plambeck, WHO Des Moines, historian; Harold Schmitz, KFEQ St. Joseph, Mo., research; Chris Mack, WNAX Yankton, public service; Jack Jackson, KCMO Kansas City, USDA relations; Sam Schneider, KVOO Tulsa, spring meeting; Merl Galusha, WGY Schenectady, television; Mal Hansen, WOW Omaha, Chats; Homer Martz, KDKA Pittsburgh, finance; Frank Atwood, WTIC Hartford, Yearbook; Eric Lund, WLVA Lynchburg, Va., awards; Larry Haeg, WCCO Minneapolis, public relations; Bob Miller, WRFD Worthington, Ohio.

Also reporting were the regional chairmen: Frank Atwood, WTIC Hartford; Homer Martz, KDKA Pittsburgh; Ted Hyman, VPI College of Agriculture, Blacksburg, Va.; Marshall Wells, WJR Detroit; Bill MacDonald, KFAB Lincoln, Neb.; George Roesner, KTRH Spokane, Wash.; Henry Schacht, KNBC San Francisco.

VICTOR BELL DIES

Was Gillham Radio-TV Head

VICTOR VAN DYKE BELL, 40, vice president in charge of radio and television Gillham Advertising Agency, Salt Lake City, died Nov. 20 in a hospital in that city. He was stricken at his office two hours before his death.

Mr. Bell

Well-known in the radio field in that section of the country, Mr. Bell was program director at KLMP Minot, N. D., in 1936, later at KRMC Jamestown, N. D., and at KUTA Salt Lake City in 1938. In 1939, he was writer-producer and assistant director of sales service at KSL Salt Lake City.

He joined the Gillham Agency in 1941 as an account executive and radio director. He became vice president in charge of radio-TV in 1950. He directed radio-TV placements for some of the section's largest business firms.

Tom Edwards

TOM EDWARDS, 27, chief announcer, KOSA Odessa, Tex., was found shot to death Thanksgiving Day morning at the studio with a pistol lying near the body. John Guffey, station's continuity director, who was tuned to the station, rushed to KOSA to take over the announcing task when Mr. Edwards, only announcer on duty, failed to come on the air. Mr. Edwards' family are all of Los Angeles.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)
EXTRA WEEK OCTOBER 14-20, 1951
NIELSEN-RATING*

Current Rank	Program	Homes %
EVENING, ONCE-A-WEEK (Average for All Programs)		
1	Lux Radio Theater (CBS)	14.9
2	Jack Benny (CBS)	14.3
3	Amos 'n' Andy (CBS)	14.1
4	Charlie McCarthy (CBS)	12.8
5	Walter Winchell (ABC)	10.3
6	Mr. & Mrs. North (CBS)	10.3
7	You Bet Your Life (NBC)	10.3
8	Fibber McGee & Molly (NBC)	10.2
9	Gangbusters (CBS)	10.1
10	Bing Crosby Show (CBS)	9.9

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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NEW SYLVANIA PLANT

Opens at Shawnee, Okla.

SYLVANIA Electric Products' new radio tube plant in Shawnee, Okla., was officially opened last week, with Nov. 24-30 designated as "Sylvania Week" by the company. During that period, the new tube plant observed open house and conducted plant tours for Oklahoma City, Tulsa and Shawnee Chambers of Commerce, with special tour for dealers and distributors of Sylvania products.

Newly constructed Shawnee plant is brick building with approximately 34,297 sq. ft. of production area and 171,150 sq. ft. of property area. Plant will specialize in manufacture of miniature radio tubes to supplement output of tubes from other Sylvania plants.

W. J. (Tiny) Turner

FUNERAL services were held Nov. 25 for William Jasper (Tiny) Turner, 33, WFRC Reidsville, N. C., announcer and entertainer, who died Nov. 23 after a short illness. In 1944-45 he was with the *Grand Ole Opry* company of WSM Nashville, and one of the first performers to appear before the camera at WFMY-TV Greensboro. He was with WFRC since July 1948. Surviving are his mother, a sister, his widow, and two step-children.

WKOW

makes holidays happier for you!

Holiday time and any time, here in America's rich dairyland, Bossy's "MOO-LA" moves your product off the counter. WKOW's powerful, concentrated coverage reaches a big, half-millivolt area — the wealthiest farm homes — the largest cities. Here are people who WANT — and can afford — your product!

Represented by Headley-Reed Company

Use **WKOW-CBS** 1070 k.c.

WISCONSIN'S MOST POWERFUL RADIO STATION

No station in the state gives you greater coverage than WKOW, blanketing the capital and the prosperous counties in central and southern Wisconsin. That's why WKOW-CBS is Wisconsin's biggest advertising buy!

WKOW-CBS MADISON, WISCONSIN

In

Altoona, Pa.,

It's

ROY F. THOMPSON

and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by

ROBERT MEEKER ASSOCIATES

PULSE RATINGS

Issue for Sept.-Oct.

THE *Lux Radio Theatre*, Arthur Godfrey and *Theatre of Today*, respectively, lead top 10 radio network programs in evening, Monday-Friday daytime and Saturday-Sunday daytime periods for September and October, according to The Pulse Inc. report issued last week. Listing included:

MULTI-MARKET TOP TEN NETWORK RADIO PROGRAMS

EVENING

	Program Average Rating	
	Sept.-Oct.	July-Aug.
Lux Theatre (CBS)	10.5	
Walter Winchell (ABC)	9.1	7.5
Godfrey's Talent Scouts (CBS)	7.9	7.2
Bob Hawk (CBS)	7.5	
Life With Luigi (CBS)	7.5	
FBI In Peace & War (CBS)	7.0	6.6
Hallmark Playhouse (CBS)	6.9	
Suspense (CBS)	6.9	
Big Town (NBC)	6.8	6.7
Dragnet (NBC)	6.5	
Lucille Parsons (ABC)	6.5	
Mr. & Mrs. North (CBS)	6.5	6.3

MONDAY-FRIDAY DAYTIME

	Program Average Rating	
	Sept.-Oct.	July-Aug.
Arthur Godfrey (CBS)	8.5	7.7
Helen Trent (CBS)	7.6	7.2
Grand Slam (CBS)	7.5	6.8
Our Gal Sunday (CBS)	7.5	6.8
Big Sister (CBS)	7.2	6.8
Ma Perkins (CBS)	7.2	6.8
Rosemary (CBS)	7.2	6.7
Aunt Jenny (CBS)	7.1	6.8
Wendy Warren (CBS)	7.0	7.0
Young Dr. Malone (CBS)	6.7	

SATURDAY & SUNDAY DAYTIME

	Program Average Rating	
	Sept.-Oct.	July-Aug.
Theatre of Today (CBS)	5.8	5.6
True Detective Mysteries (MBS)	5.1	4.7
Let's Pretend (CBS)	4.9	4.7
The Shadow (MBS)	4.9	4.5
Music With the Girls (Sat.) (CBS)	3.9	3.8
Martin Kane (NBC)	3.5	3.6
The Whisperer (NBC)	3.3	
My Secret Story (NBC)	3.2	
The Saint (NBC)	3.2	
Hollywood Love Story (NBC)	2.9	

*Weighted program averages for 18 regular Pulse markets.

DEFENSE of advertising was carried in a dramatized program on Canadian Broadcasting Corp. network recently, in its weekly *Cross Section* network public affairs program. Story started with uninformed citizens discussing their opinions on advertising, when an agency man came into the conversation and showed what an advertising agency man does and the part played by advertising in the modern economy. The program originated at CBL Toronto.

allied arts

CHARLES ENDE, vice president and general manager American Press Assn., and sales manager of Greater Weeklies, named sales manager and account executive of Fact Finders, Assoc. Inc., N. Y. **LUCIEN C. RONDOT,** account executive named production manager in charge of internal and field operations and will continue as account executive. **MISS FIDA MASPERO,** director of corporation, elected secretary of corporation. **FRANK R. COUTANT,** company president and treasurer, continues to direct planning as firm's chief consultant.

JAME M. ORCHARD, program director KOTV (TV) Tulsa, appointed sales and account executive Paramount Television Productions Inc., N. Y.

HOWARD BACK named to editorial staff Telenews Production, N. Y. He was with WERC Erie, Pa., and WOHI East Liverpool, Ohio.

ORIN M. JACOBSON, international representative of International Alliance of Theatrical Stage Employes, elected eighth vice president to fill vacancy left by death last may of third international vice president **FLOYD M. BILLINGSLEY.**

IVAN F. BETTS named president of newly-formed Hollywood Religious Film Foundation. Other officers include **OREN W. EVANS,** West Coast director, Broadcasting & Film Commission, National Churches of Christ, USA, vice president in charge of production; **PORTER HALL,** vice-president; Atty. **PALMER JOHNSON,** secretary; **HERMAN E. WARD,** treasurer.

MINDLIN & LEVY, L. A. law firm appointed counsel for National Society of Television Producers. **VICTOR MINDLIN** and **MAURICE LEVY Jr.** are firm principals.

Equipment . . .

H. BRAINARD FRANCHER, assistant division engineer of commercial products of Commercial and Government Dept. General Electric Co., Syracuse, appointed manager of engineering for department. **CLARE C. LASHER,** assistant superintendent in Commercial and Government Dept., appointed manager of manufacturing for department.

CARL E. SCHOLZ, vice president and chief engineer All American Cables & Radio Inc. and Commercial Cable Co., subsidaries of American Cable & Radio Corp., N. Y., elected vice president and chief engineer American Cable & Radio Corp.

WARD PRODUCTS Corp., Div. of The Gabriel Co., Cleveland, announces production of two new directional antennas for the 450-470 mc band. Models SPP-161 and SPP-172 are designed for point-to-point communications. Free bulletin can be had by writing the company at 1523 E. 45th St., Cleveland 3, Ohio.

ALTEC LANSING Corp., Beverly Hills, Calif., has introduced new 220A portable mixer, developed to fulfill all requirements of high quality broadcast mixer for field use in AM, FM and TV remote pickup. Company reports it is also ideal for public address systems as it can be quickly moved to various locations.

ANDREW Corp., Chicago, announces starting Dec. 1 all California business will be handled by **ANDREW CALIFORNIA Corp.,** Simi, Calif.

JOHN S. MECK, president of Scott Radio Labs, Chicago, appointed to National Production Authority's television manufacturers' industry advisory committee. Mr. Meck also heads John Meck Industries, Plymouth, Ind., which recently became a division of Scott in a merger.

MILTON R. BENJAMIN, vice president and national sales manager Majestic Radio & Television, Brooklyn, Div. of Wilcox-Gap Corp., Charlotte, Mich., announces his resignation from firm. Mr. Benjamin will reveal his future plans at a later date.

JAMES T. CHATTERTON, vice president in charge of West Coast operations Mackay Radio & Telegraph Co., named regional director of Pacific area. Mr. Chatterton will supervise services at Honolulu, Manila, Tokyo and other points in the Far East for company. He will make his headquarters in San Francisco.

AUDIO DEVICES Inc., N. Y., announces publication of new 50-page handbook on *Fundamentals of Magnetic Recording*. Handbook contains information on recording methods, magnetic relationships, tape characteristics, AC and DC bias, erasure, frequency response, noise level, distortion, machine features and helpful hints on machine selection, operation and maintenance.

JOHN B. TUBERGEN named president Los Angeles chapter, Representatives, Inc., subsidiary of Radio Parts Mfrs. Inc. Other officers include **JOHN J. HILL,** vice president; **GEORGE DAVIS,** secretary-treasurer; **E. V. ROBERTS,** retiring president who becomes chairman of the board of governors. **Dr. RALPH L. POWER,** executive secretary-treasurer, re-appointed.

Technical . . .

GEORGE M. IVES, television maintenance supervisor ABC-TV Chicago, elected president of Brookfield (Ill.) Kiwanis Club.

DORE MALMBERG, transmitter operator CJOC Lethbridge, to CBX Edmonton, in same capacity.

All the radio listening surveys indicate a strong preference in this area for WJDX and its popular programs. With this exceptional listening loyalty, your message is sure to win sales success on WJDX . . . the "Voice of Mississippi".

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

Globe-Democrat Tower Bldg. Saint Louis

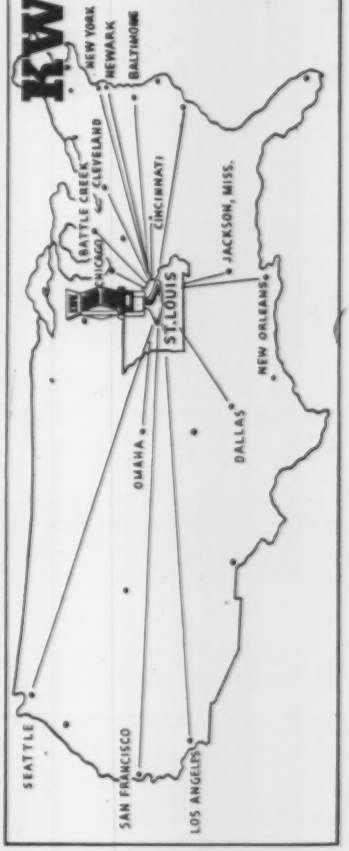
KWK

Representative The KATZ AGENCY

KWK GETS RESULTS

Business men in the St. Louis area have found that KWK DOES SELL merchandise for them. Regardless of your plant location, if you sell St. Louis people, KWK can help you!

KWK has been serving both St. Louis and National Advertisers for almost 25 years. It is not a guess when you use KWK. You KNOW you will get RESULTS!



POLITICAL PLANS

Demos to Select Ad Agency

DEMOCRATIC National Committee within the next fortnight will select an advertising agency to handle its 1952 political commitments in radio, television and other media.

This was indicated after it was learned that National Chairman Frank McKinney had studied a list of three or four agencies as possible choices last week.

Mr. McKinney addressed the third annual Democratic National Committee dinner in New York last Monday evening. His speech was carried as a simulcast by ABC Radio and Television. The national committee is distributing kinescope film recordings to stations unable to carry the telecast live and to party workers throughout the country.

The organization is not expected to swing into broadcasting commitments until after the state primaries early next year and until after President Truman indicates whether he will run for office again.

No such limitations obtain, however, at Republican National Committee headquarters. Chairman Guy Gabrielson has thrown open the organization's complete facilities to avowed or potential GOP candidates for the presidency. The committee promised to aid Sen. Robert Taft (R-Ohio), Gov. Earl Warren of California, and campaign managers for Gen. Dwight D. Eisenhower and Harold Stassen.

They will be offered assistance in arranging radio and television time and use of mailing lists and research materials, as well as help in setting up headquarters at the Chicago convention next July. Broadcast commitments had not been explored yet.

Still hanging fire is a proposed code or standards of practice to guide the radio-TV industry in handling convention coverage. Network representatives have not yet submitted comments on the revised draft submitted by both national committees [B•T, Nov. 26]. Thomas Velotta, ABC, is coordinating the network presentation.

Ad Film Gift

WOMEN'S Advertising Club of Chicago has given property rights to the film "Do You Belong in Advertising" to the Advertising Federation Of America for exclusive distribution. It will be sold and/or rented to high schools, colleges, advertising agencies, media organizations, and firms with advertising training programs.

MORE than one million American Telephone & Telegraph Co. shareholders were informed last week of the company's 123rd consecutive quarterly dividend at $2.25 per share, declared by directors Nov. 21. Dividend will be payable Jan. 15 to shareowners of record Dec. 17.

WEIR Weirton, W. Va., boasts two successful politicians on its staff. Harry Cochran (l), news editor, just elected clerk of township trustees for Steubenville, Ohio, shakes hands with Dick Jackson, sportscaster, who has been named Weirton councilman.

PEARL HARBOR

Anniversary Programs Set

SPECIAL network broadcast marking 10th anniversary of Japanese attack on Pearl Harbor will be carried by MBS Friday, 8:30-8:55 p.m. EST from the Hawaiian naval base.

Webley Edwards, Mutual Honolulu correspondent who broadcast original news of attack on Dec. 7, 1941, will narrate program, conducting listeners on tour of Pearl Harbor. Mr. Edwards—who was chosen by Adm. Chester Nimitz to broadcast surrender ceremonies from U.S.S. Missouri on Sept. 2, 1945—will interview various members of the armed forces who were on the base during the attack, including officers, enlisted men, chaplains, and prisoners of war.

Special a cappella choir arrangement of "America" will be background music for reading of memorial plaque on U.S.S. Arizona.

U. S. invasion by cosmic forces—Pearl Harbor Day of 1962—will be depicted on ABC-TV's *Tales of Tomorrow* for the Dec. 7 broadcast, Producers George Foley and Richard Gordon said last week. Screen Actor Zachary Scott will be starred in the Mel Goldberg script, based on the story, "What Would You Do?" by Russell V. Ritchie.

WBZ Is Host

WBZ-AM-TV Boston was to be host this past weekend to an enlisted Air Force serviceman who had been chosen "Airman of the Month." The honored airman and his wife were to be presented on WBZ-TV's *Tucker Talk* Friday and later the same day on the WBZ *Dick Tucker* radio show.

WQXR-AM-FM New York, AM and FM outlet of *The New York Times*, will include up-to-the-minute driving conditions in the metropolitan area in its 7:28 a.m. and 6:28 p.m. weather broadcasts from now on, to be provided in cooperation with the Automobile Club of New York.

OHIO INQUIRY

Radio Role Is Noted

RADIO has a big part in political contests. Of this both Sen. Robert A. Taft (R-Ohio) and Ohio State Auditor Joseph T. Ferguson are convinced.

However, they differ about which radio commentator is on what side of the fence—that is, assuming that the commentators in question straddled either side of the fence during the Ohio election campaign last year that resulted in the sound defeat of Mr. Ferguson by Sen. Taft.

During a Senate subcommittee hearing on the Ohio election last week, Sen. Taft declared that his opponents failed to report expenses of $750,000 which were paid to MBS "for the Frank Edwards series of broadcasts which were devoted principally to attacks on me and against my re-election."

As early as last March, BROADCASTING • TELECASTING reported that Sen. Taft's Washington office had set up a policy of not placing any time for the Senator's radio addresses on MBS because of Mr. Edwards' broadcasts. [B•T, March 12].

Green Charges Error

American Federation of Labor President William Green (AFL sponsors Mr. Edwards' broadcasts) countered that the Senator was in error. He reminded the Senator that Mr. Edwards had been on the air for the union not only in 1950 but this year as well.

Again, Mr. Ferguson retored that Sen. Taft "did not mention that great number of radio newsmen and columnists he had spreading propaganda for him." Mentioned among other columnists was MBS Radio Commentator Fulton Lewis jr.

As testimony continued to mount at the week's end, Chairman Guy Gillette (D-Iowa) of the Subcommittee on Elections and Privileges, surmised that since Sen. Taft reported personal campaign receipts of only $1,800 and Mr. Ferguson only $2,270, there was a "farcical nature" to the reporting system for political candidates.

Boost for VOA

FOREIGN language radio stations in the U. S. have been requested by the Advertising Council Inc., on behalf of the Dept. of State, to urge their listeners to mention Voice of America radio series when they write to friends and relatives abroad. International Voice broadcasts will have special Christmas programming, it was pointed out, in an effort to increase audiences in foreign countries.

Clebar

the stop watch of *split second accuracy*

#650

1/5 second timer for general timing, 7 jewels Clebar quality, non-magnetic, 30 minute register-start, stop and fly-back from crown.

There is a Clebar stop watch for every precision timing purpose. Write for new FREE catalog which illustrates more than a score of models.

CLEBAR WATCH AGENCY
521 FIFTH AVENUE, NEW YORK 17

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

DECEMBER 3, 1951

TELECASTING

FOR THE FASTEST ROAD TO THE MINDS OF AMERICA... LOCALLY PRODUCED NEWSCASTS ON TELEVISION

What better medium for selling a product or an idea to America? They provide the answer to every person's craving for news and informed opinion. They do it through the two strongest human senses, aural and visual. They include regional, community and local news in their content. As a rule, they rate considerably higher than network newscasts. Just four of the many reasons why Spot TV newscasts on these twelve leading stations should be included in your Advertising plans.

They can help make 1952 your "sellingest" year.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KHJ-TV.....Los Angeles
WHAS-TV .....Louisville
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

Television's First, Really Great, Early Morning Program . . .

WPTZ's "3 to Get Ready"

Celebrating its First Anniversary

A YEAR AGO they said it was impossible. People just wouldn't watch television between 7:00 and 9:00 in the morning.

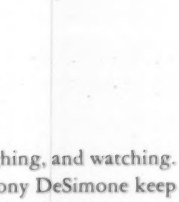
WPTZ, Philadelphia, didn't believe them. It programmed "*3 To Get Ready*," starring Ernie Kovacs, every morning from 7:00 to 9:00.

Now 1 year later "*3 To Get Ready*" is television's best and most successful early morning show. Plenty of audience, plenty of sponsors, plenty of entertainment are its ingredients.

Ernie Kovacs clowns, spins records, auditions goats, campaigns for office on the street—and does just about everything else to keep conservative Philadelphia laughing, and watching. Lovely Edythe Adams and the music of Tony DeSimone keep the viewers humming over breakfast. It's fast, it's fun and it's here on WPTZ.

Give us a call here at WPTZ, Philadelphia, or see your nearest NBC Spot Sales Representative for the full story on "*3 To Get Ready*." Its ratings will surprise you. Its list of top name advertisers will prove that early morning television is good time, big time, television.

At WPTZ, Philadelphia, early morning television isn't only here—it's growing up!



NBC
TV-AFFILIATE

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

JORDAN SURVEY

TV Ball Clubs Up Attendance

NINE major league baseball clubs that televised all home games or all day games in 1951 showed increased paid admissions, according to the third annual TV baseball survey conducted by Jerry Jordan.

On the other hand, the seven clubs which reduced, restricted or allowed no television had a loss in attendance, the survey shows.

The nine clubs that had regular TV played to an increase of 234,169 paid admissions, he found, whereas the seven clubs that curtailed or banned TV had a loss of 1,485,070.

Mr. Jordan said these figures must be weighed in the light of team records. "These figures would offer substantial evidence of TV's promotion value except for the fact that the clubs televising consistently had a better performance record as a group," he said. "Performance in all entertainment is usually the major factor at the gate."

As TV moves forward it "definitely is paying its way" in baseball, according to the Philadelphia analyst. He noted that major league clubs received $4,562,312 for sportscasting rights in 1951, nearly equal to the total gate receipts of the entire National League in its biggest pre-war year. The TV rights fees guarantee player pension and welfare funds.

The figures show that "regular TV did not hurt the teams that were putting on an exciting performance, and eliminating or reducing it did not help the others," Mr. Jordan said.

"The future looks bright, too," he continued. "Television already is bringing in a very satisfactory new source of revenue. And this is not the peak; the intake will increase. Theatre television is developing and hundreds of new TV stations are going to be built. It is entirely possible that very large fees for big events and 'hot games' may swell the total far beyond anything we know today.

"In addition to the rights fees, television serves as a great promotional medium. Along with newspapers and radio it reaches many millions of people—especially women and out-of-towners who may never have seen a big league game. The high audience ratings, from 11% on weekday games to 33% of set owners on Sundays, prove that it is interesting them. And interest is the forerunner of attendance.

"If every person in the normal metropolitan area of our big league cities came out to see just one game a season, there would not be enough capacity in the parks to seat them. No matter how many games people enjoy at home, TV should help promote at least a few trips to the park each year. If and when it does, atendance records will again be broken with added millions in rights fees."

The disappointing trend in minor league attendance during 1951, a good sports year, was "widespread and severe," Mr. Jordon said. He feared the structure of organized baseball will be seriously threatened if this trend continues.

"It is difficult to determine conclusively just what has caused this abnormal decline in minor league attendance," he said. "Television could not have been an important over-all factor, because less than 10% of the clubs are near enough to any TV area to be affected. Neither, in this instance, could performance be the cause. With over 400 clubs, gains and losses due to performance would tend to cancel out. Also, many teams with excellent performance have dropped off sharply. Wilkes-Barre is a good example, losing 50% in attendance while winning two consecutive pennants. There is no major league (or minor league) TV here and performance is certainly top-flight —yet it was necessary for Cleveland to move the franchise.

"Something else of a very broad nature must be affecting the minors. Economic conditions, in the opinion of some, may be the cause. People had fewer 'real' dollars to spend the first eight months of this year. Undoubtedly, this situation has had an adverse effect on all attendance, but it cannot account for the sharp decline peculiar to the minors alone.

"Major league broadcasts are blamed by many owners for the drop in attendance. Over 1,000 radio stations carried baseball last year. Whether this influx of major league broadcasts has harmed minor league attendance has not yet been determined conclusively. No adequate research has been undertaken as yet. It would be very valuable to baseball if some systematic plan for studying the

(Continued on page 80)

Group A

Clubs which maintained their regular TV schedules of all home games—or all day games.

Club	Gain or Loss-1951	TV Schedule
Chicago White Sox	546,670	All day games
Phila. Athletics	155,664	All day games
Brooklyn Dodgers	143,535	All home games
New York Giants	132,989	All home games
Cleveland Indians	— 22,480	All home games
Boston Red Rox	— 41,387	All home games
New York Yankees	—129,916	All home games
Chicago Cubs	—271,529	All home games
Phila. Phillies	—279,377	All day games

Net for Group A—A gain of 234,169 paid admissions

Group B

Clubs which reduced their regular television—restricted it or eliminated it entirely.

Club	Gain or Loss-1951	TV Schedule
Cincinnati Reds	49,474	Weekdays-Sats.
St. Louis Browns	46,639	No Regular TV
Wash. Senators	— 43,052	Reduced TV
St. Louis Cardinals	— 79,982	No regular TV
Pittsburgh Pirates	—182,411	No regular TV
Boston Braves	—456,911	Reduced night TV
Detroit Tigers	—818,827	Weekdays-Sats.

Net for Group B—A loss of 1,485,070 paid admissions

OCT. GROSS

Networks at $14½ Million, Says PIB

GROSS time sales of the four TV networks in October 1951 totaled $14,469,284, Publishers Information Bureau reported last week.

Sum is more than double the gross of $6,441,442 for three networks (ABC, CBS, NBC) during October 1950 when DuMont data was not reported. Even when DuMont figures for this year are deleted to make a direct comparison, the three-network gross for this October is well over twice the figure for the same month of last year.

For the ten-month period, January-October 1951, gross TV network time sales are more than three times the gross for the like period of 1950, again even after the 1951 DuMont figure is deducted from the four-network total.

NETWORK TELEVISION

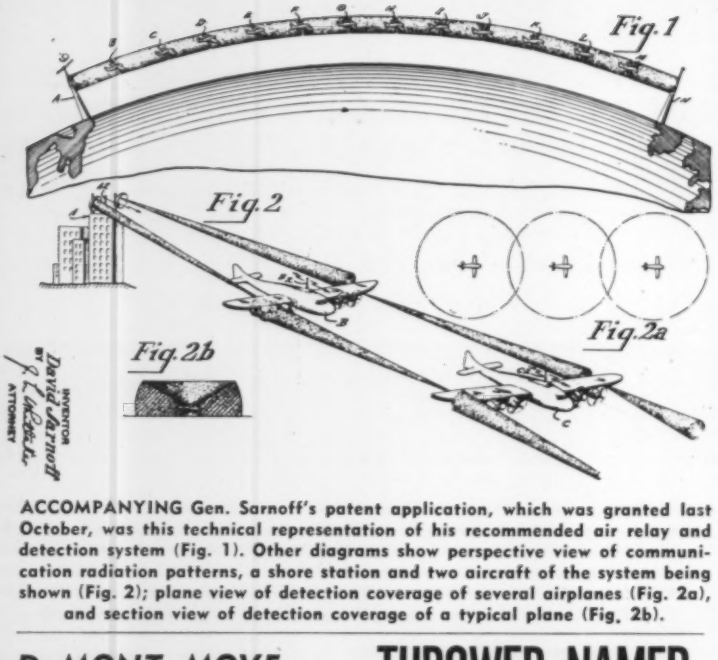
	OCT. '51	OCT. '50	JAN.-OCT. '51	JAN.-OCT. '50
ABC	$ 1,846,408	$ 1,221,773	$ 14,643,504	$ 4,086,497
CBS	4,704,775	2,211,898	33,102,526	8,444,185
DUMONT	752,876	*	5,960,450	*
NBC	7,165,225	3,007,771	46,147,808	14,840,925
TOTAL	$14,469,284	$ 6,441,442	$ 99,854,288	$ 27,371,607

*Figures for 1950 not available

NETWORK TELEVISION TOTALS TO OCTOBER 1951

	ABC	CBS	DUMONT	NBC
January	$ 1,328,719	$ 2,601,165	$ 435,527	$ 4,187,222
February	1,254,851	2,600,339	406,079	3,949,360
March	1,539,470	2,993,902	457,811	4,654,063
April	1,432,319	2,906,891	574,025	4,758,309
May	1,385,901	3,066,249	622,646	4,946,338
June	1,437,593	2,900,782	564,478	4,244,240
July	1,351,168	3,434,659	645,359	3,477,952
August	1,444,593	3,734,551	763,071	3,359,856
September	1,622,482	4,159,213†	738,578	5,405,243†
October	1,846,408	4,704,775	752,876	7,165,225
TOTAL	$14,643,504	$33,102,526	$5,960,450	$46,147,808

†Revised as of Nov. 27, 1951



ACCOMPANYING Gen. Sarnoff's patent application, which was granted last October, was this technical representation of his recommended air relay and detection system (Fig. 1). Other diagrams show perspective view of communication radiation patterns, a shore station and two aircraft of the system being shown (Fig. 2); plane view of detection coverage of several airplanes (Fig. 2a), and section view of detection coverage of a typical plane (Fig. 2b).

SARNOFF PATENT

Would Aid U. S. Air Defense

PRINCIPLES of television, radar and microwave relay are incorporated in an automatic warning system—designed to detect planes, missiles and ships approaching the United States—for which Brig. Gen. David Sarnoff, RCA board chairman, has been granted a patent, it was disclosed last week.

Specifications call for an airborne radar net, in which a succession of planes leaving shore on a predetermined course search a specified area with radar equipment. Information thus compiled is relayed automatically from the lead plane successively through trailing planes and finally to a control center at the home base. Thus the radar net is moved continuously across vast distances, covering possible invasion routes and effecting protection for a greater area of national frontiers.

Television camera, added to the plane's equipment, relays radar information—plus data on airspeed, compass bearing, and altitude—to the control center by means of lightweight, low-power microwave relay apparatus, which would not affect the plane's freight-carrying capacity.

Patent also describes a means for intercepting enemy signals, transmitted to or from a guided missile, and provides a method for immediate transmission of identical signals to take over control of that missile. In this way, the enemy equipment could be directed to a new path, which would be continued until fuel supply were exhausted and the missile fell over the sea or an uninhabited land area.

A variation of the same principle allows for the control center to dispatch fighter planes to meet and destroy guided missiles or enemy planes long before they are able to reach their objective. Aircraft on patrol would be equipped with parasite planes, equipped with radar and radio to send back to the nearest group of defensive fighter planes a continuous flow of signals giving positions, speeds and directions of enemy craft. Fighter planes, upon receipt of the information, would be able to take off from land bases or carriers, fly directly toward the intruders and intercept them before their missions are accomplished.

It was suggested that the same principle could be used in peacetime to relay television programs through a chain of planes and thus achieve a trans-oceanic TV system.

Dr. Elmer W. Engstrom, vice president in charge of RCA Labs Division, said, "The system proposed by General Sarnoff would enable detection at much greater distances than is now feasible. At the same time it would transmit the information to a control center that could act immediately. By this new method, countermeasures will have a greater opportunity to deal with enemy planes or guided missiles that might be carrying atomic bombs and to destroy them at sea before they can reach targets on land."

Utilizing equipment already developed and in use, the system was described in the U. S. Patent Office's official gazette for October 1951. Gen. Sarnoff has assigned his patent—No. 2571386—to RCA.

The board chairman had previously patented a secret signalling system in 1948, in which ordinary messages are converted to arbitrary signals and transmitted by facsimile or television to a decoding terminal, thus ensuring secrecy even when the message has been transmitted by a common radio carrier.

DuMONT MOVE

Plans Central Division

DuMONT TV Network is establishing a central division in Chicago and plans to originate at least 25% of its network TV programs from that city. Plans were revealed in a wire sent by Gerald Lyons, DuMont public relations director, to Irving Kupcinet, columnist of the Chicago *Sun Times*, who on Nov. 7 reported that *Down You Go* would originate in New York at the insistence of DuMont executives.

"Quite to the contrary," Mr. Lyons wired, "Chris J. Witting, our director, insisted that it stay in Chicago . . . in addition to *Down You Go*, we move *They Stand Accused* out of Chicago from 10-11 every Sunday night and likewise telecast wrestling from Marigold Gardens from 9:30-11 every Saturday night. . . . More important than that, however, Witting is actually in the process of setting up a central division of our network whose single purpose is to take advantage of the television ability and talent made available to us in Chicago through WGN-TV."

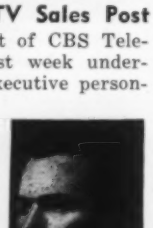
'Breakfast' on TV

RADIO, television and subsidiary rights to *Breakfast in Hollywood* have been purchased by George Foley and Richard Gordon Inc. for daily presentation as a live TV show. To be seen in the East sometime before noon, the TV version will be budgeted at $10,000 a week and will originate from either a Hollywood restaurant or hotel. Most original features of the radio version will be retained, but several new contest ideas will be added, including one in which winners and their families would get a free trip to the West Coast. Former owners of the show are John Masterson, Billy Breneman and Ray Morgan.

THROWER NAMED

Takes CBS-TV Sales Post

SALES department of CBS Television Network last week underwent changes in executive personnel when Fred M. Thrower, vice president in charge of television for ABC, was named vice president in charge of sales for CBS-TV, effective today (Monday), replacing David V. Sutton, resigned.



Mr. Thrower

Arthur E. Duram, assistant sales manager, CBS Television, has also resigned to join Fuller & Smith & Ross, New York, in newly created position of director of TV and radio activities, effective immediately.

Mr. Sutton's future plans are expected to be announced shortly.

ALLOCATIONS

Oral Hearing Bids Pend

STILL awaiting FCC action, following the deadline for the "paper" TV allocations procedings Nov. 26, are oppositions to the Commission's recommendations to change frequencies by WSAZ-TV Huntington, W. Va., and WKY-TV Oklahoma City. Also unsettled is the qualified "yes" by WNHC-TV New Haven to changing its channel in line with the Commission's suggestions.

Deadline saw 1,490 documents filed by midnight of last Monday, leaving the FCC reviewing staff of attorneys, engineers and accountants with the end of the mountain of filings in view. Hope continues high that the Commission can end the three-year-old TV freeze by February [B•T, Nov. 5].

Refusal of WSAZ-TV and WKY-TV to go along with the Commission's recommendations may stymie processing of applications by the Commission after freeze is thawed, but only in the areas involved. It is not believed to endanger lifting of the freeze.

WSAZ-TV refused to change from its present Channel 5 to Channel 8 because it stated in its objections [B•T, Sept. 17] it would entail a cost of $1 million to the public in its area to change antenna installations from present low band to proposed high band. Also, said the *Huntington Herald-Dispatch* and *Advertiser* station, it would cost $38,540 to make changes in its transmitter and antenna to make the switch. Station asked that it be changed to Channel 3, which would cost it $23,000 and the public nothing.

Retention of its present Channel 4 operation was requested by WKY-TV rather than changing to FCC's proposed Channel 7 [B•T, Nov. 5]. The Oklahoma City station urged the Commission's proposed VHF allocation to that city, Tulsa and Muskogee be revised to retain Channel 4 where it now is. Neither of the other cities would receive fewer VHF channels than proposed by the Commission, the WKY-TV presentation said. In a brief filed last week, the station not only stood firm on its refusal to switch channels; it also asked for an oral hearing on the subject.

Tangle with ABC's WJZ-TV and Macy's WOR-TV, both in New York, is at the root of WNHC-TV's troubles. The FCC recommended that it switch from present Chan-

(Continued on page 80)

CHICAGO TV LOSS

Davis Blames Networks

NETWORKS—specifically NBC—are to blame for the lack of TV network originations in Chicago, which often are cheaper and as good as New York productions. This was the assertion of J. Hugh E. Davis, executive vice president of Foote, Cone & Belding, Chicago, as he spoke at a joint luncheon meeting of the Chicago Television Council and Radio Management Club Wednesday in the Sheraton Hotel.

Mr. Davis

Denying the oft-repeated Chicago charge that agencies and advertisers are primarily responsible for production swings from the Midwest to both coasts, Mr. Davis said agencies are interested first in bettering business for their clients.

TV network sponsor interests, he charged, can frequently be served more cheaply with Chicago originations because of lower production costs there. He spoke to a capacity audience of some 300 persons, all of whom have been debating the issue because of the industry hubbub about Dave Garroway and *Kukla, Fran & Ollie* (both NBC-TV) during the past few months.

Claiming TV network originations are "practically dead" in Chicago, but can perhaps be revived if the networks choose, Mr. Davis said there were 16 network shows out of Chicago in January, 10 now. "The powerful little Goliath of Chicago television is now without life except for a few wriggling toes, with all the rest being clubbed and beaten insensible by the New York production giants —and they will probably take up whacking the toes, too."

Speculating as to why shows have been taken from Chicago and others never started, Mr. Davis said he could find only one reason which "makes sense" but is never given. "Either the production bosses in New York want the credit, or they have convinced themselves their product generally is better."

Discussing network in specific rather than broad terms, the FC & B executive eliminated DuMont, ABC and CBS from his charges. ABC, he said, has "very, very fine" facilities in Chicago, but no "gold mine" to work with although "it could have done better." DuMont has no money for "experimentation and emergence into the big time." CBS has no production facilities in Chicago, although "it might have found a way if it really wanted to." (WBKB, CBS affiliate, is owned by Balaban & Katz Movie chain, and the proposed acquisition of WENR-TV, now owned by ABC, has not been approved by the FCC.)

Names NBC

Naming NBC as the network most responsible for the fate of Chicago originations, Mr. Davis cited its removal of the Jack Carter portion of the *Saturday Night Review*, "which had a high rating which was not improved when it went to New York and it was done more cheaply here." *The Ransom Sherman Show* "never even had a chance," he said.

Referring to the *Garroway at Large Show* as the most "famous case," Mr. Davis retold the story of how Armour had bought the program which was slotted into an off-time period for which only nine live stations could be cleared. He said Armour was offered that time period only, despite the fact NBC was planning the *Kate Smith Show* (on which no sales had been made) for a better hour, and put *The Goldbergs* into a good half-hour as a sustainer. He pointed out the *Garroway Show* and talent are owned by NBC.

Additional costs of New York productions are passed on to the client, Mr. Davis said. FC & B has no Chicago originations, however, because of a lack of network cooperation, and there is no chance when the program is an established New York property, when the time slot a client seeks goes with a specific show, or when the personality wants to remain in New York or Hollywood, he said.

Referring to *The College Show*, a network feature planned by the agency early this year with college talent and Tommy Dorsey, Mr. Davis said CBS Chicago refused to make Chicago facilities available and plans were dropped when it was discovered production costs would have been $1,500 more per week for a New York origination.

He pointed to specific programs which could best originate in Chicago, saying top-level dramatic and variety programs should continue to emanate from the coasts. Among the types he recommended for Chicago were situation comedy panel, audience participation, soap opera and mystery, all with static casts.

Cites Remaining Shows

Referring to the fact that production know-how is available in Chicago and many Chicagoans have been exported to New York for high-paying jobs, Mr. Davis cited several of the remaining shows, each of which he considers distinctive. They included *Zoo Parade*, *Kukla, Fran & Ollie* ("the cut from half-hour to 15 minutes was good and will help prolong its life"), *Super Circus*, *Studs Place* and *The Wayne King Show* (the latter two on partial networks). *Hawkins Falls*, "the top-rated soap opera," gets better ratings, he said, than *The First Hundred Years* out of New York and *Miss Susan* from Philadelphia which cost, respectively, $6,000 and $3,000 more per week than *Hawkins Falls*.

Networks also have an obligation to their clients, Mr. Davis charged. "If a show can be done more cheaply and as well in Chicago, they should try it." Some are beginning to "make an about face" as costs rise and advertisers start reducing the length and frequency of their time periods, he concluded.

TV EFFECT

Magazines Claim Least Injury

SERENE outlook for the magazine business is given in a fall report on "Readership of Magazine Advertisements vs. the Growth of Television" survey by Daniel Starch & Staff, consultant in business research.

The charted upswing or downswing of movies, radio, and magazines, including a breakdown on magazine advertisement classifications, shows radio and the movies as the chief victims of TV growth, according to the Starch report.

The survey takes in the past five year, during which the Starch firm said "the number of television sets installed grew from virtually none to over 12 million." [For A. C. Nielsen, president of A. C. Nielsen Co., statement on the Starch report see B•T, Nov. 12.]

Taken section by section, here is what the report says in effect.

As TV sets were installed in greater numbers there was unstemmed decline in movie attendance. In 1949, for example, when there were some 2½ million TV sets installed, according to the Starch report, there was a decline of some 15 million in movie attendance per week as compared with movie-going in late 1946. Starch estimated that movie attendance figures would come to the number of TV sets installed in latter 1951—that is, to about 16 million movie goers to about 12-13 million TV sets installed.

A comparison of radio to TV was arranged by Starch by taking the top 10 radio program ratings during the five years (based on Nielsen ratings) and comparing those to the number of TV sets installed. According to Starch, radio's top 10 slumped continuously and now stands with a 13% rating as against the 12-13 million TV sets installed.

Total circulation of magazines during the five year period increased from a little more than 30 million in 1947 to a healthy 32 million in 1947, the Starch report claims. News stand sales of magapines were shown as only slightly lower but still within the 10-13 millions bracket.

Magazines Untouched

The obvious conclusion, according to Starch's figures, is that national magazines were virtually untouched by the climbing installation of TV sets.

Magazines surveyed included *Collier's*, *Good Housekeeping*, *Ladies' Home Journal*, *Life*, *Look*, *McCall's*, *Saturday Evening Post*, *Time*, *Woman's Home Companion*. Date of comparison is March 1951.

Breakdown in "one page black-and-white and four-color advertisements" for readership showed women increasing their numbers a couple of million, the men about holding their own (compared to TV set installation) for both those "noted" and for those "read most." Other categories were similarly broken down—that is food, automotive, tobacco, toilet articles—and in each case, the Starch report asserts readership was about the same despite the increase in TV set installation.

ELECTRIC FIRMS

Plan TV Series on 31

ELECTRIC COMPANIES Advertising Program, New York, will sponsor a series of half-hour filmed shows [CLOSED CIRCUIT, Nov. 19] called *The Electric Theatre* starting the last week in January on 31 television stations.

Show is produced and packaged by Screen Televideo Productions of Hollywood. Format of the program will range from comedy to melodrama, from science fiction to westerns. Each film is an original, produced by Gil Ralston.

Electric Companies Advertising Program's radio series, *Meet Corliss Archer*, will continue on CBS Radio Sunday, 9-9:30 p.m. N. W. Ayer & Son, New York, is agency.

MACY'S PARADE

Draws High WJZ-TV Rating

ALMOST 89% of the television sets in New York operating between 10:30 a.m. and noon Thanksgiving day were tuned to WJZ-TV New York which carried exclusively Macy's Pre-Christmas parade, according to a special Trendex rating report.

Overall rating for the full hour and a half telecast was 40.1%, with 45.2% of sets in use. Half-hour breakdown gave a 36.6 rating with a 79.3% share of audience for first segment; 42.9 rating with 96.5% of the audience for the 11-11:30 a.m. segment; a 40.7 rating with 91.1% of the audience for the last half hour.

MOTOROLA Inc., Chicago, has borrowed $7½ million from Prudential Insurance Co. to pay an earlier debt to company of $1,335,000 and to provide additional working capital. This was reported in Chicago last week by Paul Galvin, executive vice president. He said the sum will be repaid on a 15-year note at 3¾% interest.

IF YOU

BEN ROSE

U WERE A CHILD

Your eyes, too, would reflect the uncomplicated charm of "Betsy and the Magic Key."

You'd live every magic moment of all 260 of these quarter-hour film fables...know as well as your own name bright-eyed, light-hearted puppet characters like Betsy, Texas Ranger, Mr. and Mrs. Bear, Tommy the Bumblebee, "Dumb" Bunny, Sir Anthony the Elephant...

As an advertiser, you already know that this kind of spell—with its wide-eyed fascination and day-in-and-out devotion—will help you sell more of your product.

"Betsy and the Magic Key"* will open new doors for you. For first-run rights in your television markets, subject of course to prior sale, just get in touch with...

*Written and produced by Elizabeth Raines, with the famous Sue Hastings Marionettes.

CBS TELEVISION SPOT SALES *with offices in New York, Chicago, Los Angeles, Memphis, Detroit and San Francisco*

Boca Raton Registration

(Continued from page 34)

John T. Hopkins, WJAX Jacksonville; Harold Hough, WBAP; Mr. & Mrs. Stanley Hubbard, KSTP St. Paul.

Mr. & Mrs. Harry Hyett, WEBC Duluth; Mr. & Mrs. Walter Johnson, WTIC Hartford; Eddie E. Jones, WSOC Charlotte, N. C.; Mr. & Mrs. Myron J. Kallett, WKTV Utica, N. Y.; Mr. & Mrs. Ewing C. Kelly, KCRA Sacramento; Mr. & Mrs. William F. Kiley, WOOD Grand Rapids; Mr. & Mrs. Walter Krebs, WJAC Johnstown, Pa.; Mr. & Mrs. Tom Kritser, KGNC Amarillo; Mr. & Mrs. Robert Lambe, WTAR Norfolk, Va.; Mr. & Mrs. T. B. Lanford, KPLC Lake Charles, La.; James M. LeGate, WIOD Miami, Fla.; Martin Leich, WGBF Evansville, Ind.; R. O. Lewis, KTAR Phoenix.

Mr. & Mrs. Arthur Littick, Mr. & Mrs. Clay Littick, and Mr. & Mrs. William O. Littick, WHIZ Zanesville, Ohio; Mr. & Mrs. Walker Long, WSAZ Huntington, W. Va.; Nathan Lord, WAVE Louisville; J. J. Louis, KTAR; Ernest Loveman, WPTZ (TV) Philadelphia; Mr. & Mrs. Paul A. Loyet, WHO Des Moines; Mr. and Mrs. P. K. Lutken, WJDX Jackson, Miss.; Mr. & Mrs. W. T. MacNeilly, WKTV; Jim Manning, Z-Bar-Net, Butte, Mont.; Mr. & Mrs. Douglas Manship, Charles P. Manship Jr., WJBO Baton Rouge, La.; S. Carl Mark, WTTM Trenton, N. J.; Dwight Martin, WLW Cincinnati; H. K. Martin, WALA Mobile, Ala.; Mr. & Mrs. Richard H. Mason, WPTF Raleigh; Mr. & Mrs. Clair McCollough, WGAL Lancaster, Pa.

Mr. & Mrs. John F. Meagher, KYSM Mankato, Minn.; Mr. & Mrs. T. W. Metzger, WMRF Lewiston, Pa.; P. J. Meyer, KFYR Bismarck, N. D.; Mr. & Mrs. James H. Moore, WSLS Roanoke, Va.; Mr. & Mrs. P. W. Morency, WTIC Hartford; Paul Mountcastle, WROL Knoxville; M. A. Mulrony, KGU Honolulu; Mr. & Mrs. John T. Murphy, WLWT (TV) Cincinnati; K. T. Murphy, WLW Cincinnati; Morgan Murphy, WEBC; Mr. & Mrs. W. O. Murrell Sr. and Mr. & Mrs. W. O. Murrell Jr., WORZ Orlando; B. B. Musselman, WSAN Allentown, Pa.; Ralph Nimmons, WFAA-TV Dallas; Gov. James A. Noe, KNOE Monroe, La.; Mr. & Mrs. Vernon A. Nolte, WHIZ Zanesville; George W. Norton Jr., WAVE Louisville; Mr. & Mrs. Byron W. Ogle, KRGV Weslaco, Tex.; Mr. & Mrs. J. M. Outler Jr., WSB Atlanta; Paul Overbay, WKPT Kingsport, Tenn.; W. B. Pape, WALA Mobile; Mr. & Mrs. Jack Parker, WSAM Saginaw, Mich.; Edwin J. Paxton Jr., WKYB Paducah, Ky.; B. H. Peace Jr. and Mr. & Mrs. Roger C. Peace, WFBC Greenville, S. C.

Mr. & Mrs. Howard E. Pill, WSFA Montgomery, Ala.; L. A. Pixley, WLOK Lima, Ohio; Mr. & Mrs. D. L. Provost, WBAL Baltimore; Louis Read, WDSU New Orleans; Mr. & Mrs. E. C. Reineke, WDAY Fargo, N. D.; Mr. & Mrs. William H. Rines, WCSH Portland, Me.; Mr. & Mrs. William F. Rippetoe, WBOW Terre Haute; Mr. & Mrs. L. H. Rogers, WSAZ Huntington, W. Va.; B. J. Rowan, WGY Schenectady; Robert Runnerstrom, WLOK Lima; Lee Ruwitch, WTVJ (TV) Miami.

Mr. & Mrs. E. C. Sanders, WOC Davenport, Iowa; J. D. Saumenig, WIS Columbia, S. C.; Arthur W. Scharfeld, WSAN Allentown, Pa.; Mr. & Mrs. K. F. Schmitt, WIBA Madison, Wis.; Mr. & Mrs. Alvin D. Schrott, WJAC Johnstown, Pa.; Thomas Sharp, KFSD San Diego; Mr. & Mrs. Hugh Shott Jr., WHIS Bluefield, W. Va.; Mr. & Mrs. James D. Shouse, WLW Cincinnati; John W. Schulz, WMVA Martinsville, Va.; Mr. & Mrs. H. W. Slavick, WMC Memphis; Charles Smith, WTBO Cumberland; Mr. & Mrs. T. F. Smith, KRIS Corpus Christi; Harry Mason Smith, WLW Cincinnati; Mr. & Mrs. George B. Storer, Fort Industry Co.; John W. Steen, Westinghouse Stations; Mr. & Mrs. P. A. Sugg, WKY Oklahoma City; Mr. & Mrs. W. C. Swartley, Westinghouse Stations; Mr. & Mrs. Robert D. Swezey, WDSU New Orleans.

Mr. & Mrs. Archie J. Taylor, KANS Wichita; Dale Taylor, WENY Elmira, N. Y.; Mr. & Mrs. O. L. Taylor, KRGV Weslaco, Tex.; George Thomas, KVOL Lafayette, La.; Mr. & Mrs. C. R. Thompson, WBEN Buffalo; John Thorwald, WCOA Pensacola; Mr. & Mrs. L. P. Thurston, KGU Honolulu; Roland Tooke, WPTZ (TV) Philadelphia; George Torge, WBEN Buffalo; Haan J. Tyler, KFI Los Angeles.

Mr. & Mrs. E. R. Vadeboncoeur, WSYR Syracuse, N. Y.; J. Holliday Veal, WCOA Pensacola, Fla.; Mr. & Mrs. R. M. Venable, WGKV Charleston, W. Va.; Mr. & Mrs. W. D. Wagner, WOC Davenport, Iowa; Mr. & Mrs. Walter E. Wagstaff, KIDO Boise, Ida.; Lee B. Wailes, Fort Industry Co.; Mr. & Mrs. W. Walbridge, WWJ Detroit, Mich.; Mr. & Mrs. W. E. Walker, WMAM Marinette, Wis.; J. Gordon Wardell, KGBX Springfield, Mo.; Mr. & Mrs. Irving Waugh, WSM Nashville, Tenn.; Gilbert A. Wellington, KENI Anchorage, Alaska; Keith Wells, KGBX Springfield, Mo.; R. W. Welpott, WGY Schenectady, N. Y.; Harold Wheelahan, KSYL Alexandria, La.; Thomas White, WBAL Baltimore, Md.; B. T. Whitmire, WFBC Greenville, S. C.; Harry C. Wilder, WSYR Syracuse, N. Y.; Mitchell Wolfson, WTVJ (TV) Miami; Allen Woodall, WDAK Columbus, Ga.; Mr. & Mrs. J. S. Woods, WMRF Lewistown, Pa.; Mr. & Mrs. W. Woods, WHO Des Moines, Iowa; Mr. & Mrs. E. Newton Wray, KTBS Shreveport, La.; Mr. & Mrs. George D. Wray, KTBS Shreveport; Mrs. Bess Marsh Wyse, KWBW Hutchinson, Kan.; Mr. & Mrs. Ed Yocum, KGHL Billings, Mont.

NBC PERSONNEL

Mr. & Mrs. David Adams; Doris Ann; Mr. & Mrs. Charles Barry; Mr. & Mrs. Hugh Beville; Mr. & Mrs. Charles Bevis, KOA Denver; Mr. & Mrs. William F. Brooks; Henry Cassidy; Mr. & Mrs. Jack Cleary; Ted Cott, WNBC New York; Allan Courtney; Tom McCray; Edward Daly; Ogden Knapp.

Mr. & Mrs. Charles Denny; Sid Desfor; Mr. & Mrs. Josef Dine; Mr. & Mrs. Sydney Eiges; Mr. & Mrs. Fred Dodge; Harriet Egan; Frances Kline; Agnes Sullivan; Miriam Lacomara; Jacob Evans; Henry Shepard; Mr. & Mrs. George Frey; Mr. & Mrs. James Gaines; Raymond F. Guy.

Mr. & Mrs. Paul Hancock; O. B. Hanson; Mr. & Mrs. William Hedges; Joseph Heffernan; John Cahill; Mr. & Mrs. Jack Herbert; Sheldon Hickox; Mr. & Mrs. Eugene Juster; Tom Knode; Harry Kopf; John McCormick.

W. Marshall Keeling; Rud Lawrence; James V. McConnell; Mr. & Mrs. Joseph McConnell; Tom McFadden, KNBH Hollywood; Edward Madden; Mr. & Mrs. Gustav Margraf; Mr. & Mrs. Don Mercer; Lyman Munson; James Nelson; Ray O'Connell; Mr. & Mrs. Richard Pinkham; Mr. and Mrs. Frank Russell; John Royal; Mr. & Mrs. Robert Sarnoff; Mr. & Mrs. Walter Scott; Mr. & Mrs. Fred Shawn; Mr. & Mrs. Hamilton Shea; Mr. & Mrs. Robert Shelby; Mr. & & Mrs. Carleton Smith; Mr. & Mrs. Carl Stanton.

Davidson Taylor; Charles Townsend; Mr. & Mrs. Niles Trammell; Albert Walker; Mr. & Mrs. Sylvester Weaver; Mr. & Mrs. John West; Mr. & Mrs. Fred Wile; Lloyd Yoder, KNBC San Francisco; Frank Young; Phil Hirsch.

RCA PERSONNEL

Mr. & Mrs. Carl Byoir (Carl Byoir Associates); Sheldon Coons; Mr. & Mrs. Orrin Dunlap; C. N. Hoyler; Maxine Sacks; Wally Watts; M. A. Trather; Richard Hooper; W. Y. Pan; Dr. George Brown; Mr. & Mrs. George Beers.

Frank Vierling; John Norell; Irving Sobel; George Robinson; E. C. Wilbur.

STYMIED by the NCAA in its attempt to carry the Kentucky-Tennessee grid clash Nov. 24 [B•T, Nov. 26], WHAS-TV Louisville used this balop at game time to tell viewers of its frustrated effort.

NTSC COLOR

Field Tests Start This Week

FIELD TESTS of tentative standards for a compatible color TV system recommended last week by the National Television System Committee should be in full swing by the end of this week. Target date for completion of the tests is March 1952, after which NTSC hopes to be able to present its recommendations to the FCC.

Tests for the next four months will be conducted by RCA and DuMont in New York, Philco in Philadelphia, Zenith in Chicago, General Electric in Syracuse and RCA-NBC in Washington.

In releasing the technical specifications of the signal to be used in the field tests, Dr. W. R. G. Baker, GE Electronics Division vice president and chairman of NTSC, stated they were unanimously adopted by the committee.

NTSC said it is looking for participation in the tests by all segments of the radio-television industry—manufacturers, consulting engineers, broadcasters, servicemen, amateurs and experimenters. Reports of those participating were solicited by the committee, which asked that comments be sent to Dr. Baker in Syracuse.

The test specifications are divided into two groups. The first set repeats the present black-and-white standards, except for modification of the horizontal synchronizing pulse to provide the color synchronizing signal. The second group sets forth the specifications of the color signal, which are added to the basic black-and-white standards.

Among those who contributed materially to the recommended test specifications were RCA, Hazeltine, Philco and GE. The NTSC, however, is composed of representatives of all segments of the radio-TV manufacturing and broadcasting industry.

Development of a compatible TV color system is more in the nature of a technical advance than of commercial import in the immediate future, due to the government's ban on the manufacture of color TV receivers for public sale. The ban was first requested by Defense Mobilizer Charles E. Wilson in October and was officially promulgated by the National Production Authority two weeks ago [B•T, Nov. 26, Oct. 29, 22].

FCC PROPOSAL

To Take Hawaiian Channels

NO GREAT loss to TV or FM is believed occasioned by the FCC action last week proposing to change the allocation of TV Channels 5 and 6 (76-88 mc) and FM Channels 251-300 (98-108 mc) in the Hawaiian Islands to common carrier inter-island communications. FCC's proposed rule-making notice calls for comments from interested parties by Jan. 11, 1952.

Proposed change in TV and FM allocations in Hawaii followed a petition last June by Mutual Telephone Co. Telephone company claimed that it was impossible to use submarine cable among the islands of Hawaii due to the heavy surf pounding cable against coral reefs. Also that the use of the 30-50 mc common carrier band caused interference to broadcast stations in the Islands and also in the continental U. S. And that the 3700-4200, 5925-6425 and 10,700-11,700 mc common carrier microwave bands are unable to properly carry across the long water hauls among the Islands.

In tests of frequencies over 460 mc, Mutual said it found that they showed variations in signal level in excess of acceptable commercial standards over water paths of 60 or more miles.

Maximum distance between adjacent islands in the Hawaiian group is 72 miles, according to the telephone company. Separations range from nine miles between adjacent islands Lanai and Maui to 250 miles between the non-adjacent islands of Hawaii and Kauai. Transmission distances contemplated by Mutual are based on existing transmitter locations and range from 42 miles to 92 miles.

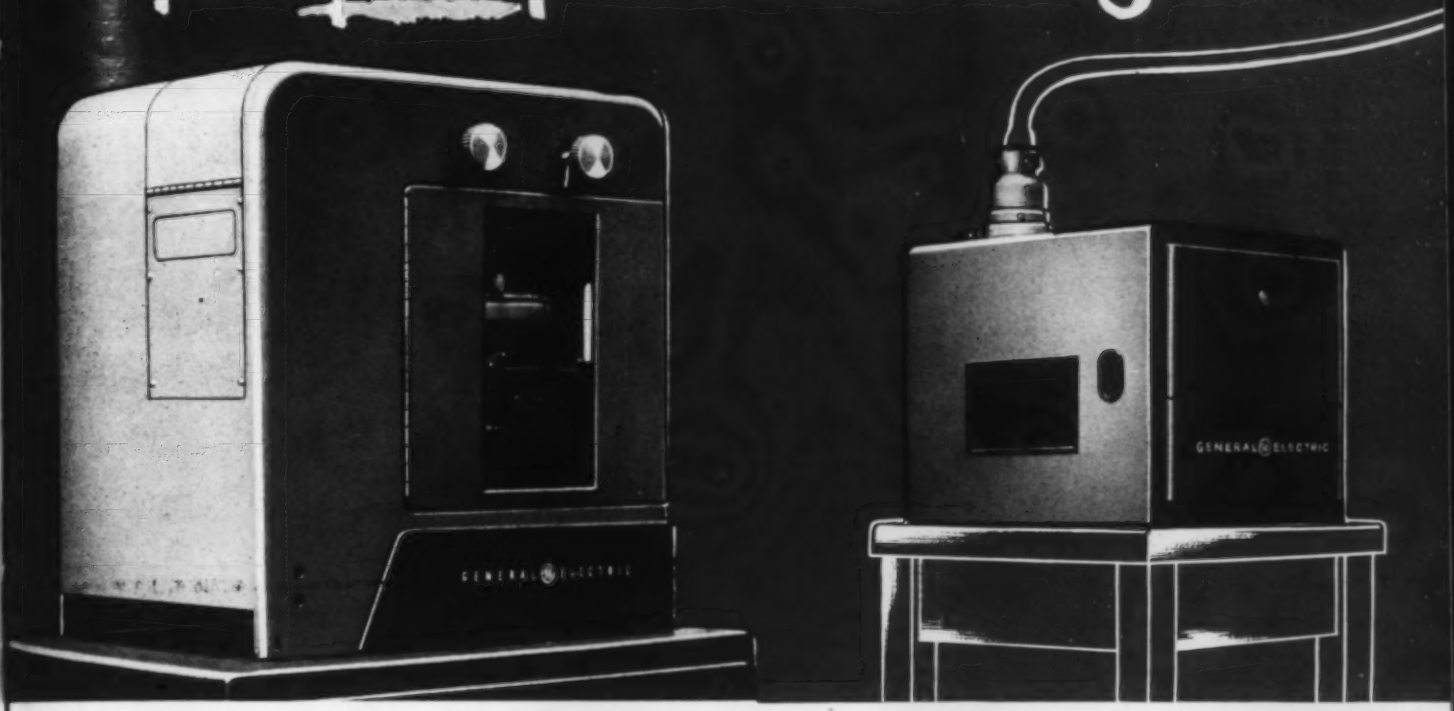
In bolstering its plea for the additional frequencies, Mutual also pointed to the four-fold increase in inter-island radio communication traffic that has occurred in Hawaii since World War II.

In the FCC's proposed table of TV allocations to Hawaii, Channels 5 and 6 are not assigned anywhere on the Islands. In both TV and FM there is felt to be a surplus of wavelengths there. Thus, neither the public nor broadcasters should suffer any hardship, it is believed. Comr. Robert Jones dissented.

FREE auditions for television packagers will be offered by WENR-TV Chicago in January when *Showcase* takes the air Tuesday from 10-10:30 p.m. CST. Live video programs independently created and produced will be showcased to video audience and also to clients and agencies in regular weekly series, with the station donating the time.

TELEVISION FILM CAMERA CHANNEL

puts quality where the money is!



MONEY-MAKER of your TV station, the film camera channel is the key to your operation from a profit standpoint. But are you sure you're using the best camera equipment available?

Note these features of the new G-E units, now available from stock: high intensity edge lights and special cylindrical lenses to diminish shading and edge flare... automatic set-up control to maintain proper background without continual readjustment by operator . . . special built-in sweep failure protection to reduce the possibility of expensive camera tube replacement. The high-quality 16mm Synchrolite projector shown above with the film camera is the latest item of G-E studio equipment. Its high optical capabilities and audio fidelity make it worth your attention.

Your G-E broadcast man at our office near you is prepared to discuss this in detail. Why not call him today?

GET THIS BULLETIN FOR YOUR G-E FILE

Complete specifications and photographs of Type PE-5-A film camera channel. Write today: *General Electric Company, Section 2121-3, Electronics Park, Syracuse, New York.*

GENERAL ELECTRIC

FITS ANY TV SYSTEM OR PROJECTOR.

EASY INSTALLATION— NO EXTRA WIRING.

12½" MONITOR CONSOLE—

Allocations

(Continued from page 74)

nel 6 to Channel 8. It said it would be glad to do so, provided present proposed rules remain unchanged—i.e. stations going to full 100 kw or 200 kw powers under Commission's proposals would be required to reduce their powers if their signals cut into the Grade A service of another station [B•T, Sept. 10]. This is exactly what would happen if WJZ-TV on Channel 7 and WOR-TV on Channel 9 were allowed to go to the power limit permitted by the proposed FCC rules. Both New York stations are striving to get the FCC limitation removed.

Also still awaiting FCC action are the requests for oral hearing by KROW Oakland, Calif. [B•T, Oct. 15]; Daily News Television Corp., comprising WIBG-*Philadelphia Daily News* [B•T, Oct. 22] and DuMont [B•T, Nov. 5], among others. These are in addition to the WKY-TV request. Last week FCC denied request of Southern Illinois U. for oral hearing.

Still pending also is a request by Zenith asking for an FCC ruling on its rights for Chicago's Channel 2 for which it is an applicant [B•T, Aug. 6]. Under the FCC proposals, WBKB in that city will change from Channel 4 to Channel 2.

Additional documents are trickling in until Dec. 15, due to the allocation changes made in the U. S.—Mexico agreement on border TV assignments [B•T, Nov. 12, Oct. 29]. Affirmative filings thus far received in this category indicate no problems with original presentations. DuMont made some changes in its master allocation proposal, none of which is considered significant.

FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE –

J. M. McDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio

KSL-TV MOVE

Would Use Only 2.5 w

PIPSQUEAK power of 2.5 w for a TV station is not as strange as it might seem at first blush. In an application filed with FCC last week KSL-TV Salt Lake City asked for just that. Reason is this:

KSL-TV plans to move to Coon Peak in the Quirrh Range, 15 miles outside Salt Lake City. This would make its antenna height above average terrain 3,450 ft., compared to present minus 416 ft. (minus average height is due to the fact that Salt Lake City is surrounded by mountain ranges).

Since FCC rules prohibit any station from covering more area than it does with its pre-freeze facility, KSL-TV has to cut its present 18.4 kw effective radiated power to 2.5 w in order to continue serving its present 650 sq. mi. If the station were to continue radiating 18.4 kw, it would cover 8,829 sq. mi. After the freeze is lifted, FCC is permitting 100 kw radiation from low-band TV stations. At that time, KSL-TV could cover not only the entire northern half of Utah, but parts of Idaho and Wyoming as well.

TELEMETER TEST

Being Conducted in L. A.

FIELD tests of International Telemeter Corp.—Paramount Pictures "Telemeter" subscription-TV device—currently is being conducted over KTLA (TV) Hollywood, with short subject films and test patterns used in experimental work during station's after hours, between midnight and 9 a.m. Tests are under special FCC permission [B•T, Sept. 3].

Engineers installed Telemeter equipment with coin box attachments on six standard TV receiver sets of various manufacture and are shifting them to different areas around Los Angeles in the test.

Although great secrecy is maintained and denial was made that the tests are being conducted, one purpose of experimental work, it was understood, is to determine if technically-minded viewers can successfully adjust sets to unscramble picture signals without telemeter equipment attachment.

Following the 90-day experimental field tests, which started in early October, it is expected that International Telemeter Corp. and Paramount Pictures (51% stockholder in the firm), will apply for FCC permission to install pay-as-you see system equipment on sets in a substantial number of Los Angeles area homes on a trial basis. KTLA (TV), licensed to Paramount Television Production Inc., would be the releasing station.

Test would be similar to that conducted by Zenith for Phonevision earlier this year in Chicago.

TV CONTRACT

Standard Form Mulled At New York Meet

THE PROPOSED standard television contract form will follow in essence the already adopted standard radio contract between agencies and stations, it was established after an all-day meeting of committees of NARTB and American Assn. of Advertising Agencies in New York last Wednesday.

The television version is expected to have several additions and some changes, but is supposed to be a bit easier to read, with subtitles dividing clauses under the highlighted lead paragraphs.

Television contract will include a rate protection clause of six months instead of a year as in radio. It will also contain a 13-week firm contract. Although a cancellation period of 28 days must be given it cannot become effective until 13 weeks after the start of telecast.

Another clause will state that if stations do not receive the material for a telecast 72 hours before show time, on notifying the agency the station may substitute another program and bill the agency. However, if a commercial program is pre-empted for a public service or special event and sold to another sponsor, the station must pay the agency for out-of-pocket production and talent costs.

Another important factor is that the contract will not be required to be enforced for the benefit of any one other than the advertiser named on the face of the contract, although the station can permit it if it wants to. This clause is expected to prevent an advertiser from double plugging on one spot with two products.

The TV standard contract will include 10 major paragraphs under the following heads: (1) Payment and billing (agencies will pay on the 15th of the month and stations will bill monthly as is the general practice); (2) termination; (3) renewal; (4) effect of breach; (5) inability to telecast; (6) substitution of programs of public significance; (7) rates and charges; (8) program production; (9) broadcast liabilities and (10) general miscellaneous.

Two members of the committee, George Kern, Benton & Bowles, and Don Kearney, ABC-TV, have been assigned to design the format of the first page of the contract. The project is expected to be ready within the next 10 days. Another meeting will probably be held before standard contract is approved by all parties.

Jordan Survey

(Continued from page 73)

true effect of this condition was instituted this season.

"My personal opinion is that the real problem is what I called the 'Major League Frame of Mind' in the 1950 Analysis of Baseball Attendance. So much emphasis has been placed on major league ball that the local players are getting far less attention than they deserve.

"There is only one way to combat this condition. It is not by seeking to restrict the majors, but by putting on a hard, aggressive, continuous program of selling the local teams in their communities.

Anniversary Promotion

"George Trautman (president, National Assn. of Professional Baseball Leagues) did an excellent job in arranging for widespread cooperation in promoting the golden anniversary of baseball. That was a fine start and achieved good national visibility. But to achieve maximum benefit for the minors such cooperation must be intensified in the local community, by plans similar to the one offered by the Sports Committee of the Radio-Television Mfrs. Assn. It has to grow out of the local towns where minor league baseball is played, and it must be a joint effort between the local club, local newspapers, radio and TV interests and business people who recognize baseball as a strong community asset—one that should be preserved as a valuable part of neighborhood life."

The Jordan survey is being published by RTMA. Mr. Jordan is now serving in the Army. He is the son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

In announcing results of the survey, Glen McDaniel, RTMA president, emphasized that the association is conducting a national campaign to promote attendance at baseball games and is organizing local distributor groups [B•T, Nov. 26].

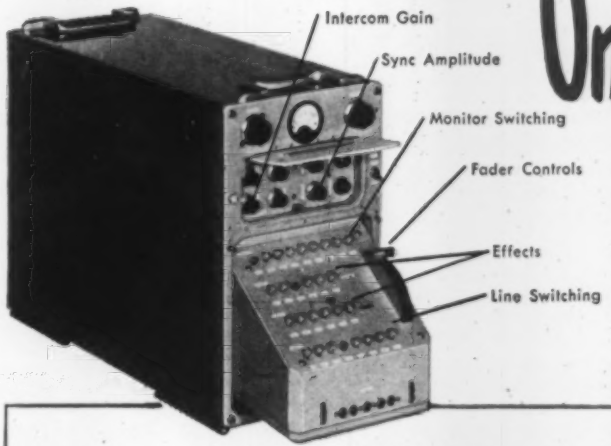
Basic findings of the survey are given in tables on page 73.

RCA TV Clinic

SIXTY engineers from Canada and the United States attended RCA's ninth television technical training clinic to acquaint broadcast engineers with the latest TV equipment. The clinic ended Friday in Camden, N. J. More than 50 of RCA's leading engineers and designers of equipment cooperated in conducting the week-long clinic. Among those attending was a Montreal delegation representing the Canadian Broadcasting Co. It included J. H. Jones, Roy Machum, J. Gilmour, R. E. Santo, R. J. Norton and N. J. Pappas.

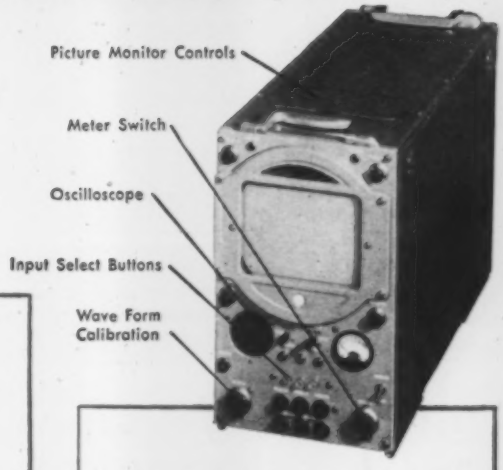
TWO CHAMPIONS

THAT MAKE AN Unbeatable Team!



GPL VIDEO SWITCHER

- Studio switching flexibility anywhere
- Panel and active buttons internally illuminated
- Portable, self-contained — Panel enclosed for transit
- Monitor views 5 camera inputs, 2 remotes, outgoing line
- Sound interlock switching for remotes and 2 cameras
- Two open panel positions, 90° and 120°
- Switch panel removable, operable to 5 feet
- Twin fading levers for fades, dissolves
- Two "effects" buses
- Styled to match all GPL TV equipment



GPL MASTER MONITOR

- Selection of 3 pre-set inputs
- 8½" Monitoring tube
- 3" Oscilloscope, also providing test facilities
- Meter readings of line voltage and power supply outputs
- Fast sweep for observing vertical sync block
- Quick-reference calibration voltage button
- Automatic sync of oscilloscope and kinescope sweeps at half-line or half-field frequency
- Regulated pulse high voltage supply isolated from sweep circuits
- High impedance bridging input
- Compact, portable
- Ready accessibility of all controls, tubes, circuits

For the new station, for the expanding station, GPL's champion team of Video Switcher and Master Monitor affords a new high in quality, in field flexibility, in rehearsal and programming control. Both units are packaged for easy portability, with self-contained power supplies. Either can be integrated into your present installation, can accommodate your particular operating conditions.

The Switcher and Monitor team is another example of GPL's unique achievement in the production of *high quality, high utility* equipment for TV stations — another reason why GPL *is* THE INDUSTRY'S LEADING LINE — IN QUALITY, IN DESIGN.

WRITE, WIRE or PHONE FOR DETAILS TODAY

GENERAL PRECISION LABORATORY
INCORPORATED
Pleasantville New York

TV Camera Chains • TV Film Chains
TV Field and Studio Equipment
Theatre TV Equipment

B•T Poll on Code

(Continued from page 25)

in the provisions.

Then the advocates of the Benton civilian advisory board proposal, with its censorship threats, could claim that telecasters had demonstrated inability to regulate themselves and hence the Benton bill should be passed, according to this position.

Final compilation of the 25 replies received by BROADCASTING• TELECASTING in its survey show 12 stations in favor of quick code adoption, six flatly against it and seven unwilling to go along with anything resembling the code as revised in Chicago Oct. 19 [B•T, Oct. 22].

This tabulation does not include telecasters who expressed their opposition verbally instead of responding with a written reply.

Based On Platitudes

Howard L. Chernoff, general manager of KFMB San Diego, Calif., said he considered the code too general and based on platitudes. He posed this question, "Do we need a code to tell us 'a television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens?' "

"Should a man who doesn't know this be given a license in the first place," he continued. "What happens to the station that violates the code but has the largest audience? Will agencies and sponsors refuse to place business on such a station or merely point a finger at it? I think the code should be stripped of its superfluities and reduced to a number of points which TV operators should live up to. I still can't imagine, however, how it will ever be enforced?"

Charge that some telecasters objected to the methods used in formulating the code was made by Stanley E. Hubbard, president-general manager of KSTP-TV St. Paul. "Several of us decided to deliberately pass up the code meeting in Chicago," he said. "The day before the meeting we still had no advance information as to the contents of the proposed code, yet at the meeting we were going to be high-pressured by a committee into taking action which, to us, was certainly not in public interest.

"Our greatest single responsibility is to operate in the public interest, so fundamentally the principal reason for the creation and adoption of a code is to protect the public—that is, the viewers. The code, therefore, becomes of the greatest importance and should not be adopted after only brief consideration and discussion.

"All component parts of the proposal should be discussed with all significant elements of station personnel, constructive criticism of the proposal should be weighed carefully, and the entire matter should be thoroughly digested well in advance of a final meeting and adoption.

"In most cases, the operating head of the station has a responsibility to a board of directors which would naturally be concerned with the contents of a code because it is up to this managing group to see that the station operates in the best interests of the people."

Favors Fast Action

Taking a flat stand in favor of fast action was John Fetzer, president of WKZO-TV Kalamazoo, Mich. "I believe the NARTB board should approve the code now," he said. "It is impossible to write a set of standards that will prove to be equally satisfactory to all elements of the television industry. I believe some of the criticisms by the bar association and others are excellent as well as timely.

"On the other hand, let's modify the code based on administrative experience perfecting the instrument as the result of experimental evidence. In the meantime, we will be solving our own problems without too much vulnerability from our critics."

Harry M. Bitner Jr., general manager of WFBM-TV, is in favor of "adoption now, with changes and amendments coming later, when it is evident they are needed." He adds this qualification, "If our Washington counsel gives it an okay, I think we will agree to abide by the provisions. Despite well-founded criticisms of various parts of the code, the need for a code is still the most important factor we have to consider."

L. H. Rogers, general manager of WSAZ (TV) Huntington, W. Va., feels some of the criticisms leveled at the code are justifiable. "As the number of stations in any one market increases, so the difficulty of adhering to the code strictly also increases," he said. "However, I cannot put myself in the position of recommending that we remove the licenses of some stations where there are, by my opinion, too many stations for the available supply of programming.

"Personally, I go along with the objection that advertising should be given equal strength with programming in the penal clause. I feel very strongly that making a program commercial does not reduce its public service value if it is inherently a public service program. On the other hand, I feel equally strongly that many excesses in language, length of commercials, and just plain bad taste, are tolerated in commercials in the rush for a buck that would not otherwise be tolerated as program material. We do not draw this distinction on WSAZ-TV and I do not think it should be present in the code.

Principal Objection

"My principal objection is that there are many fine points of detail covered in the code which could be encompassed by broader language in fewer sections. Some things are accepted as evil, *per se;* among them, drunkedness, drug addiction, illicit love affairs, adultery and many others which are treated specifically by the code. Frankly, I think it is a sad commentary on our intelligence that we must impose restrictions on material that no self-respecting broadcaster should use in any case.

"If it is necessary to forbid the portraying of these and other evils as desirable in the course of presenting most television dramas, then I will go along with it, but personally my interpretation of general language forbidding the condoning of evil by implication in the plot of a play should save a lot of paper, ink and problems of interpretation.

"As for the matter of the withdrawal of seal being tantamount to loss of station license, I think that speaks well for the acceptance of the NARTB. If the seal is that highly thought of, it may be just the answer to eliminating the excesses that we know are present in television."

Mastin's Views

Cecil D. Mastin, general manager of WNBF-TV Binghamton, N. Y., believes that "in view of the constructive criticism which has been given by competent people, the committee, in light of new information, should re-examine its work and could quite probably come up with a modified code that is better than the present one. On my part, it is certainly more desirable that we come up with a good code than that we come up with a code in a hurry."

SRT-TV SRT-TV SRT-TV
SRT-TV
INTENSIVE PROFESSIONAL
COURSES
in TELEVISION
BROADCASTING
Instruction by top-ranking professionals under actual broadcast conditions
Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans
Send for free prospectus
"Careers in Television"
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TELEVISION STUDIOS
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316 West 57 St., New York 19, N. Y.
PLaza 7-3212
SRT-TV SRT-TV SRT-TV

Buy TV Systems

ADOLPHUS, Baker and Stoneleigh Hotels in Dallas and the Barringer at Charlotte, N. C., have purchased RCA central television systems—patterned after that recently installed in New York's Waldorf-Astoria — from Master Video Systems Inc.

THEATRE TV

Another CD Show Planned

FEDERAL civil defense planners will take to key theatres again Dec. 14 for mass instruction of volunteer workers via closed circuit TV.

Enthusiastic over its first venture into theatre television for training purposes, the Federal Civil Defense Administration will hold another demonstration next week, with Boston, Mass., as the focal point.

A full-hour program will be fed from the studios of WMAL-TV Washington to the Pilgrim Theatre in Boston, and relayed to theatres in Philadelphia and Richmond, Va. The demonstration will be held from 10 to 11 a.m.

Arrangements were completed and revealed by Jesse Butcher, chief of FCDA's Audio-Visual Division, which prepared the demonstration in cooperation with the agency's Education & Training Section. Harold Azine, FCDA TV director, produced the show.

The presentation will be viewed in the Warner Bros.' Stanley Theatre in Philadelphia and the National Theatre in Richmond, Va., but only those trainees present in the Boston theatre will be able to participate actively in the hour-long show. Some 6,000 students will view it in the three theatres.

Once again the movie houses are donating their services to the program, while AT&T is furnishing cable facilities at prevalent rates [B•T, Nov. 26].

In a meeting of the Training Officers Conference in Washington, D. C., last Tuesday, officials from many government agencies (who make up the group) were briefed on the use of theatre television by Federal CD authorities at the Dept. of Agriculture. All were reported "enthusiastic" over its possibilities as a mass training weapon.

Talks were delivered by Jack J. Johnson, assistant administrator, FCDA Training & Education Section; Harold Goodwin, deputy director, Public Affairs Division; and Mr. Azine.

Mr. Azine reviewed cost aspects and industry cooperation in donating facilities. He estimated cost at 10¢ per seat—or a maximum of 20¢ per seat, with inclusion of long lines provided by AT&T, production expenses and theatre costs. Mr. Goodwin traced development of the project since last September when the initial demonstration was given [B•T, Sept. 24, 10].

KNXT Issues Rates

RATE Card No. 1 KNXT (TV) Los Angeles (formerly KTSL), effective Dec. 1, lists base rate of $1,500 per hour for Class A evening time, $300 for an announcement during Class A time. Studio rehearsal fees are $225 an hour ($250 after eight hours) with camera facilities; $150 an hour with audio facilities only ($175 after eight hours); $100 an hour with neither audio nor video facilities. Remotes are $1,250 per pickup.

"early daytime

television

hasn't seen

anything

...yet!"

see why, two pages ahead...

COMPARATIVE NETWORK SHOWSHEET

TELECASTING

EVENING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Gen. Mills (alt. wks.) Ted Mack Family Hour L	*Out There*		General Foods Hopalong Cassidy F
6:15				
6:30		Ronson Star of Family Hayes & Healy		
6:45				
7:00	Goodyear Paul Whiteman L	Wrigley Gene Autry Show		Chesterfield Sound Off Time Liggett & Myers
7:15				
7:30	Kaiser-Frazer The Adventures of Ellery Queen L	American Tobacco This Is Show Business		General Foods Young Mr. Bobbin
7:45				
8:00	*Film King's Crossroads*	Lincoln-Mercury Dealers Toast of the Town		Colgate Comedy Hour C-P-P
8:15				
8:30			*Pentagon—Washington*	
8:45				
9:00	*Film Other Lands—Other People*	General Electric Fred Waring	Clorets Chlorophyll Gum and Indus. Tape (Texcel) King Detect.	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Marshall Plan* F		Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	B. Graham Evan. Assn. Hour of Decision F	B.F. Goodrich Celebrity Time	Crawford Clothes They Stand Accused	P&G Red Skelton Show L
10:15				
10:30	Young People's Church Youth on the March L	Jules Montenier What's My Line		Regent Cigs. Leave It to the Girls L
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Kellogg Space Cadet L			
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	RCA Kukla, Fran & Ollie *Bob & Ray Show*
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News Chesterfield Perry Como		P&G Those Two L Camel News Caravan L
7:45				
8:00	Seiberling The Amazing Mr. Malone Bristol-Myers Mr. D. A. L	Lever Lux Video Theatre	*Stage Entrance Earl Wilson*	Speidel P. Winchell J. Mahoney
8:15				
8:30	*Life Begins At 80* L	Lever-Lipton Godfrey's Talent Scouts	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00	Skippy Peanut Butter You Asked For It L	P. Morris I Love Lucy	Co-op Wrestling with Dennis James	Admiral Lights Out L
9:15				
9:30	TBA	General Foods Sanka It's News To Me		Bymart S. Maugham Theatre alt. with American Tobacco Co. Robert Montgomery
9:45				
10:00	*Bill Gwinn Show* K	Westing-house Studio One		
10:15				
10:30	Co-op Studs' Place L			Co-op Who Said That L
10:45				
11:00		Longines Chrono-scope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	P&G Kukla, Fran & Ollie *Bob & Ray Show*
7:15				
7:30	P&G Beulah F	GM-Oldsmobile News Fatima Stork Club		Chevrolet Dinah Shore L Camel News Caravan L
7:45				
8:00	Mogen-David Wine Chas. Wild Private Detective L	Ekco Prodts. Frank Sinatra	*What's The Story with Walter Kiernan*	Texas Oil Co. Texaco Star Theatre
8:15				
8:30	*How Did They Get That Way?* (L-F)	*Frank Sinatra Show*	Curtis Publishing Co. Keep Posted	
8:45				
9:00	*United—Or Not* L	Schick Inc. Crime Syndicated	Drug Store TV Prod. Cosmo-politan Theatre	P&G Fireside Theatre
9:15				
9:30	*On Trial* L	Electric Auto-Lite Suspense		Armstrong Circle Theatre L
9:45				
10:00	*Crusade In The Pacific* (L-F)	Block Drug Danger	Co-op Hands of Destiny	P. Lorillard Original Amateur Hour L
10:15				
10:30	*Chicago Symphony* L			
10:45				
11:00				*Nick Kenny Show* L
11:15 PM				

WEDNESDAY

	ABC	CBS
6:00 PM	Kellogg Space Cadet L	
6:15		
6:30		
6:45		
7:00		
7:15		
7:30	Bendix Swanson (alt. wks.) The Name's The Same L	GM-Oldsmobile News Chesterfield Perry Como
7:45		
8:00	*Paul Dixon* L	Pillsbury Toni (alt.) Godfrey & His Friends
8:15		
8:30		Liggett & Myers Godfrey & His Friends
8:45		
9:00	Philco D. McNeill Murray Prds Murray Shw (alt. wks.) L	Colgate Strike It Rich
9:15		
9:30	Rhodes Pharmacy The Clock L	P. Lorillard The Web
9:45		
10:00	Celanese Corp. Celanese Theatre (alt. wks.) L Frigidaire Pulitzer Prize Playhouse L	Pabst Sales Co. Pabst Blue Ribbon Bouts
10:15		
10:30		General Cigar Sports Spot
10:45		
11:00	Co-op Wrestling L	Longines Chrono-scope
11:15 PM		

DAYTIME

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	*Film Scouting In Action*			
11:45				
12:00 N	R. Joe Inc. Ranger Joe L	*In The Park* (st. 12/9)		
12:15 PM	*Film The Magic Screen*			
12:30	Voice of Prophecy Faith For Today L	National Carbon Co. Take Another Look	Walter H. Johnson Candy Co. Flying Tigers	
12:45				
1:00		*Take Another Look*		*Frontiers of Faith* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	*Dennis James Show* L	C-P-P (MWF) Strike It Rich		
11:45				
12:00 N	Cory Corp. Warner-Hudnut & Ameche-Langford L	*Egg & I*		Prtcpting. Sponsors Ruth Lyons' 50 Club L
12:15 PM		Amer. Home All Products Love of Life	*Noontime News with Walter Raney*	
12:30		P&G Search for Tomorrow	*Take the Break with Don Russell*	*Vacation Wonderlands*
12:45		*Steve Allen*		
1:00	(See Footnote)		Premier Products Rumpus Room with Johnny Olsen	
1:15		P&G T.&Th. Steve Allen		

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Hollywood Candy Co. Hollywood Junior Circus L			
10:45				
11:00	Bristol-Myers Foodini F	*The Whistling Wizard*	Internatl. Shoe Co. Kids & Company	
11:15	Sun Dial Foodini F			
11:30	McKesson & Robbins A Date with Judy L	Brown Shoe Smilin' Ed McConnell		
11:45				
12:00 N	General Mills Betty Crocker Star Time L			*Rootie Kazootie* L
12:15 PM	Carter Prods (alt. wks.) L Cty Hospital Personal Appearance Theatre F	National Dairy The Big Top		
12:30				
12:45				
1:00				
1:15				

SATURDAY

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	*Horizons* L
4:15	
4:30	Ralston Space Patrol (alt.) F
4:45	
5:00	
5:15	Canada Dry Super Circus Peter Show M&M (alt) L
5:30	
5:45 PM	

WEDNESDAY

CBS	DuMONT	NBC
	General Foods Capt. Video	Natl. Biscuit Kukla, Fran & Ollie *Bob & Ray Show* L
G.M.-Oldsmobile News Chesterfield Perry Como		
	Stage Entrance	P&G Those Two L Camel News Caravan L
Pillsbury Toni (alt.) Godfrey & His Friends		Reynolds Metals B.T. Babbitt Congoleum-Nairn, Norge Kate Smith
Liggett & Myers Godfrey & His Friends		
Colgate Strike It Rich		Krafts Foods Television Theatre L
P. Lorillard The Web	Shadow of the Cloak	
Pabst Sales Co. Pabst Blue Ribbon Bouts		Bristol-Myers Break the Bank L
General Cigar Sports Spot Longines Chronoscope		TBA

THURSDAY

ABC	CBS	DuMONT	NBC
			Time Kukla, Fran & Ollie *Bob & Ray Show* Chevrolet Dinah Shore L Camel News Caravan L
General Mills Lone Ranger F	GM-Oldsmobile News Fatima Stork Club		
Prom. Prods H. Bishop (alt.) L Stop The Music	Carnation Burns Allen (alt.) S.C.Johnson Garry Moore	*Georgetown University Forum*	DeSoto-Plymouth Groucho Marx F
Lorillard Stop The Music L	Blatz Brewing Amos 'n' Andy	Tydol Headline Clues Broadway to Hollywood	Borden T-Men in Action L
Cluett Peabody Herb Shriner L	Esso Kroger Alan Young Show	TBA	Ford Ford Festival L
TBA	Lever Rinso Big Town		
Paul Dixon L	Philip Morris Racket Squad	Bigelow-Sanford Carpet Co. Bigelow Theatre	U.S. Tobacco Martin Kane
Maslnd Sons At Home Show L	Carter Toni (alt.) Crime Photographer		Standard Oil Wayne King
Carmel Myers L			*TV Opera* (once a month) L

FRIDAY

ABC	CBS	DuMONT	NBC
Kellogg Space Cadet L			
		General Foods Capt. Video	P&G Kukla, Fran & Ollie *Bob & Ray Show*
Green Giant Linkletter F Brown Shoe Say It With Acting (alt.) L	GM-Oldsmobile News Chesterfield Perry Como		P&G Those Two L Camel News Caravan L
Sterling Mystery Theatre F	General Foods Maxwell House Coffee Mama	Mennen Co. Twenty Questions	RCA Victor Show
General Mills Stu Erwin F	R. J. Reynolds Man Against Crime		Gulf Oil We, The People
Crime with Father L	Schlitz Schlitz Playhouse of Stars	Old Gold Down You Go	American Cig. & Cig. Big Story
Kreisler Tales of Tomorrow L (alt.) TBA			Campbell Aldrich Family
Dell o' Dell K	Gen. Mills (alt. wks.) Grove Live Like a Millionaire	Drug Store TV Prod. Cavalcade of Stars	Gillette Cavalcade of Sports
Film Industries For America	Pearson Pharmacal Hollywood Opening Night		Chesebrough Greatest Fights
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
Anthracite Int. Better Home Show L	*The Big Question*		*Mr. Wizard* L
The Ruggles K	*CBS News* Lambert Pharmacal The Sammy Kaye Show		*Assembly VI*
The Jerry Colonna Show K	Sylvania Best The Clock		Manhattan Soap One Man's Family
Nash-Kelvinator 8-8:30 Portion) Whiteman TV Teen Club L	Anheuser Busch Budweiser Ken Murray		Snow Crop Pet Milk Kellogg All Star Revue
Inter-Collegiate Basketball L	Pepsi-Cola Faye Emerson		Reynolds S.O.S. Benrus
	American Safety Razor The Show Goes On (off 12/8/51)	Co-op Wrestling from Chicago Jack Brickhouse	Libby, McNeill & Libby Lehn & Fink Eversharp Your Show of Shows
	Carter Songs for Sale		
	Songs for Sale		
	Sterling Drug Songs for Sale		American Tobacco Your Hit Parade
Song Time F			

6:00 PM
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00
9:15
9:30
9:45
10:00
10:15
10:30
10:45
11:00
11:15 PM

DAYTIME

SUNDAY

ABC	CBS	DuMONT	NBC
			American Inventory L
			Battle Report
			Bohn Alum. American Forum L
	United Nations F-L		Johns-Manville Fair Meadows USA L
	Alcoa Alum. Co. See It Now		Minn. Mining & Mfg. Juvenile Jury L
Horizons L	*Lamp Unto My Feet*		Revere Meet the Press
Ralston Space Patrol (alt.) F	*What in the World*		Quaker Oats Zoo Parade L
Canada Dry Super Circus Peter Shoe M&M (alt.) L	*Man of the Week**		Quaker Oats Gabby Hayes
	*CBS News**		Derby Foods Sky King Thtr., F alternate Amer. Youth Forum
	Hall Bros. Sarah Churchill*		

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Best Foods G.E. Hansen's Labs, P&G Okr. Oats Reynolds Standard Brands Corn Prods. Garry Moore Show		
	P&G First 100 Years		
	Bride & Groom		
	Mike & Buff Show		Colgate Miss Susan
	Mel Torme Show		*Here's Looking At You* (MWF) Gen. Foods Bert Parks (TuTh) G.E. Bill Goodwin
	Alum Ckng. Nat.Pressure United Fruit Waring Pr. Homemakers Ex.		Participating Sponsors Kate Smith Hour
	United Nations in Action (Film)		Lever Hwkns. Falls L
			Gabby Hayes*
			Mars, C-P-P Welch, Klog. Int. Shoe Wander Howdy Ddy. L

SATURDAY

ABC	CBS	DuMONT	NBC
	Football		
			Nature of Things
			Mutual Benefit B. Considine

Explanation: Programs in italics, sustaining; Time, EDT. L, live; F, film; K, Kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

ABC—12-1 p.m., Frances Langford-Don Ameche Show sponsored MWF, 12:45-1 p.m. by Warner-Hudnut; Tues. & Thurs., 12:45-1 p.m. by Cory Corp.

1-1:30 p.m., Tues., Jessie's TV Notebook, (participating). Clorox & Crosley (L); 1-1:15 p.m., Wed., Gaylord Hauser, Minute Maid (also Fri., same time, sustaining) (L).

CBS—2:45-3 p.m., Th., Bride & Groom; Hudson Paper Co.

* Dec. 9 only—5-6 p.m., Musical Variety Show; Kaufmann Brothers & Bondy Inc.; 6-6:15 p.m., Sarah Churchill; Hall Bros.; 6:15-6:30 p.m., CBS News.

Dec. 25 only—3-4, Christmas Round the World; Johnson & Johnson Inc.

NBC—*Quaker Oats—Mon. & Fri.; Peter Paul—Th.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

December 3, 1951 *Copyright 1951*

It took a 12-foot telegram to tell our New York office just the bare details of the fabulous new

RALPH EDWARDS SHOW

And little wonder.... for this is noon-hour programming on NBC-TV that will make Hellzapoppin look like a New England church social.

At 12:30 on January 7 the fun begins (Not so funny for advertisers who miss the bus). Stars, stunts; gags, gimmicks; tears, tirades; prizes and performers ... every crazy caper that ever kept an audience fastened to a TV set for a solid half-hour!

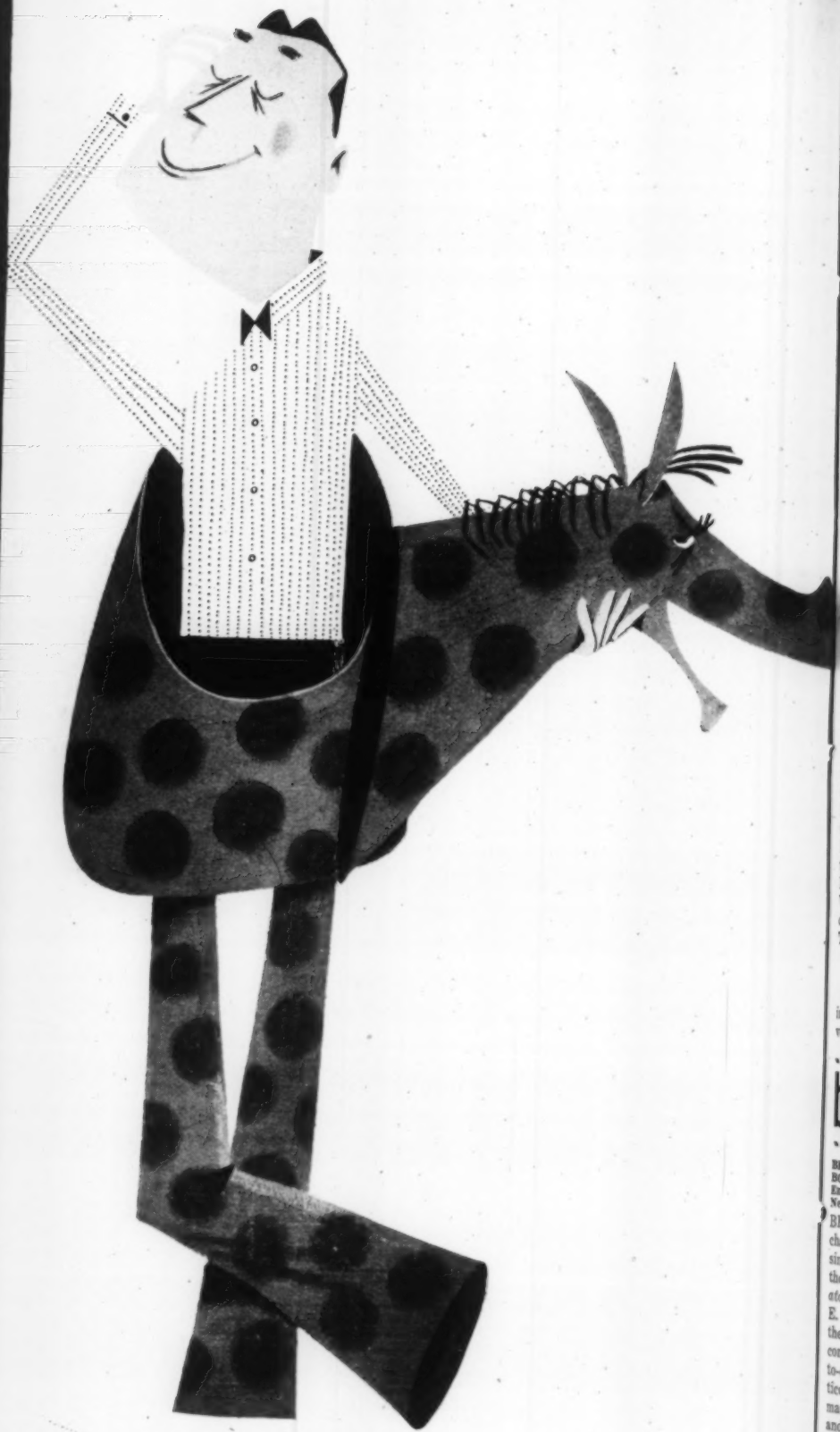
Sound like the same old words? Perhaps. But the music's changed! This is all new; this is different!...

This is pure EDWARDS pulling all the stops from Hollywood. This is the master-showman who made "Truth or Consequences" a national pastime. This is television that will pay off in pure profit for sponsors who get in early.

Better talk to us right away about a most reasonably priced 15-minute segment.

The Ralph Edwards Show

12:30 TO 1 P.M. EST



NBC TELEVISION

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

A Service of Radio Corporation of America

SCHOOL RADIO-TV

Chicago Meet Reviews

AGENDA of the 15th annual School Broadcast Conference, which opens in Chicago Tuesday for three days, is evenly divided this year between radio and television because of increased educator interest in TV.

Numerous panels, speeches and general discussions on TV have been scheduled for the SBC session, as well as for members of the Assn. for Education by Radio and the Illinois Congress of Parents and Teachers, meeting concurrently at the Hotel Sherman.

George Probst, director of radio and television for the U. of Chicago, will lead discussion at the general session Thursday morning with members of the committee who are working on development of the use of educational Channel 2 in Chicago. The U. of Chicago, which pioneered in educational radio with the *U. of Chicago Roundtable*, has been given money from the Ford Foundation for its television plans.

Lester J. Schloerb, director of the Bureau of Pupil Welfare and chairman of the general superintendent's television committee for the Chicago public schools, will preside at the three-part meeting on "Television Is Everybody's Business."

The second portion will outline how "American educators accept the challenge of television." Ralph Steetle, executive secretary of the Joint Committee on Educational Television, established this year by the Ford Foundation, will appear with these panelists: Dr. Franklin Dunham, chief of radio, U. S. Office of Education; Richard S. Lambert, educational director, Canadian Broadcasting Corp.; Myrtle Stahl, educational director, WGN-AM-TV Chicago; Edgar Fuller, chief, State School Officers, Washington, and Robert B. Saudek, director of the Ford Foundation's TV Workshop, New York.

NAEB TV Reports

The third portion of the morning session will be a report on television programming from National Assn. of Educational Broadcasters listening posts by Don Horton of the sociology department at the U. of Chicago. Members of the National Television Review Board, Chicago, which releases "approved" and "objectionable" programs for children and adults regularly, will be guests at the noon luncheon.

The Wednesday luncheon will be presided over by Judith Waller, director of public affairs and education at NBC Chicago, who will introduce the guest, John Harvey Furbay, speaking on "Communications for World Understanding."

Other sessions follow:

Tuesday opening session—Why Radio in Education?; demonstration of "Gateways to American History" with Speaker Harold Hand, professor of education, U. of Illinois, and panelists, Robert Schimmel, radio coordinator, Boston Public Schools; Orrin G. Thompson, superintendent, Elgin (Ill.) Public Schools; Sister Mary Lorenz, Mount Mercy College, Cedar Rapids, Ia.; Anna W. Ludlow, state president, ICPT, and Thaddeus J. Lubera, assistant superintendent, Chicago Public Schools.

Tuesday afternoon—elementary storytelling broadcast and utilization demonstration, Patricia Edgeworth, WBEZ-FM, Chicago Board of Education station, with Ellen M. Olson, specialist in kindergarten-primary education, Chicago Teachers College, presiding. High school literature broadcast, production and utilization demonstration of a short story with Varian M. Shea, high school superintendent, Dist. 4, Chicago.

ICPT general session—"New Techniques for Parent-Teacher Programs," Anna Ludlow presiding, with Elizabeth E. Marshall, state radio-TV chairman for the ICPT. Work study group, "Operating Low-Power FM Stations," E. C. Waggoner, WEPS and Elgin Public Schools. AER-TV membership meeting, John C. Crabbe, president.

Wednesday morning, general session—"Organizing Schoolwide Radio Utilization at the Elementary Level." Utilization demonstration on "The Fernwood Radio Revue" with Edwin J. Lederer, director of the Bureau of Instruction Material, Chicago Public Schools. General session, "Organizing Schoolwide Radio Utilization at the High School Level," with David Heffernan, assistant superintendent, Cook County (Ill.) Schools, and panelists, S. E. Alkire, director of audio-visual education, State Dept. of Public Instruction, Springfield, Ill. ICPT general session, "Radio-Music—and the Exceptional Child." Student demonstration with Mary E. Courtenay and Mrs. J. W. Heylmun, vice president and national music chairman, NCPT and panelists.

Wednesday afternoon — "Dynamic Education Through Tape Recording" with E. R. Moses Jr., Central Illinois State College; "How to Make a Good Tape Recording," E. J. Carrington, Allied Radio Corp.; "Increasing Teaching Effectiveness With Tape Recording"; "Putting Personality on Tape," G. W. Hippel, Ampro Corp.

ICPT general session—"Why Radio for Your PTA?," Mrs. Milton Wiener, vice president, John Harvey Furbay, director Air World Education; Elizabeth E. Marshall, assistant director of radioTV, Chicago Public Schools. General session, "Four Ways to Drama," film produced by the U. of California with Armand J. Hunter, director of television, Michigan State College.

Thursday morning, ICPT general session—"Broadcasting Your PTA," Adelaide Reidl, radio-TV chairman, Chicago region, PTA. Thursday afternoon, TV film production by educational institutions, "Excerpts From Chicago Public Schools TV Film," George Jennings, director, radio-television, Chicago Public Schools.

Work study group, "Organizing the Radio Workshop," Gertrude Broderick, specialist in radio education, Federal Radio Education Committee, U. S. Office of Education. ICPT open forum, "Parent-Teacher Projects and Problems."

book review

BROADCAST OPERATOR'S HANDBOOK (Second edition) by Harold E. Ennes. John F. Rider Publisher Inc., New York. 440 p. $5.40.

BECAUSE there have been many changes in the broadcasting art since 1947, date of publication of the first edition of *Broadcast Operator's Handbook*, the new Harold E. Ennes volume brings these to the attention of veteran and newcomer alike in work-a-day, how-to-do-it fashion. Operating practices in the control room, at the master control, outside the studio and at the transmitter are presented in detail, plus technical data necessary for maintenance and proper operation of station equipment. As staff engineer at WIRE Indianapolis and technical director of WAJC (FM) there, Jordan College of Music outlet, Mr. Ennes writes from experience.

WILLIAM F. WARREN, sales mgr., Groveton Paper Co. (Vanity Fair tissues) signs with WABI Bangor, Me., TV applicant for Bangor and Portland, for first 15 minutes of TV time when available. Seated, left, is Lee Gorman Jr., WABI operations mgr. Standing (l to r): Boutelle Savage, pres., T. R. Savage Co.; Murray Carpenter, WABI gen. mgr.; C. Everett Page, Bangor C. of C.; Milton Chapman, WABI local sls. mgr.; James Hughes, City Council; Forrest W. Allingham, mgr., Milliken-Tomlinson Co.

CADBURY and Fry Chocolate Candies takes Singer Guy Cherney's weekly *Wishing Well* on KPIX (TV) San Francisco. L. to r.: Bernard Schnitzer, Bernard Schnitzer agency; Marcus Glaser, pres., Glaser Bros., candy distributor; Lou Simon, KPIX coml. mgr.; Mr. Cherney.

EXTENSIVE spot schedule of American Brewery Inc., Baltimore, is renewed on WBAL-TV Baltimore. Seated: Claude Fitz Simons (l), firm pres., and Leiter Fitz Simmons, vice pres. Standing: Merritt Force, WBAL-TV sales, and Elmer Free, pres., Elmer Free Adv.

BUYING *March of Time Through the Years* on WTVJ (TV) Miami is National Airlines. Seated: Jack Stoddard (l), National adv. mgr., and John S. Allen, station business and sls. mgr. Standing: William Ryder (l), Grant Adv. Agency, who placed account, and Arthur L. Gray, WTVJ natl. sls. mgr.

NEW YEAR'S Mummer Day Parade on WCAU-TV Philadelphia will be sponsored by Adam Scheidt Brewing Co., Norristown. Planning coverage (seated, l to r): Karl F. Scheidt, firm pres., and Donald W. Thornburgh, pres. and gen. mgr., WCAU. Looking on: R. M. McGredy (l), WCAU-TV sls. mgr., and T. C. Gleysteen, Ward Wheelock Co.

RED TOP Brewing Co. buys weekly *Live It Again* on WLWT (TV) Cincinnati. Seated: John T. Murphy (l), vice pres. charge TV operations, Crosley Broadcasting, and Edgar T. Mack Jr., firm vice pres. charge adv. Standing (l to r): Bernard Barth, Mr. Murphy's assistant; Neal Van Ellis, show star and prog. dir. of WLWD (TV) Dayton; Donald Dahlman, WLWT salesman; Alan Thurston, exec. vice pres. of firm.

Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS FT. WORTH
Combined Population
DALLAS and TARRANT COUNTIES . . .
920,500
NOW there are
140,808
Television Homes
in KRLD-TV's Effective Coverage Area
The CBS Station
for DALLAS and FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Saturday-Sunday Grid Viewing Compared

(Report 192)

TELEVISION audiences—for a sample week in October—were greater for Sunday telecasts of pro football than for Saturday college games, according to multi-market Telepulse and Videodex surveys, the DuMont network—which carries pro games—claimed last week.

Telepulse gave DuMont coverage of National Football League games a 26.1 rating, while Saturday college games—telecast under the National Collegiate Athletic Assn. experiment—received a 21.1 rating from Telepulse. Videodex ratings for October gave the pro games a 20.1 listing and put college games at 12.9.

Sample was taken for college football Saturday, Oct. 6, when the Big Ten conference clash between Illinois and Wisconsin went to 38 cities. Professional football ratings were based on the Chicago Bears-Chicago Cardinals game the following day, carried to 12 cities.

DuMont coverage of the National pro league continues every Sunday through Dec. 23, and is completed with the East-West Shrine charity game in San Francisco, Dec. 29.

* * *

Comedy-Variety In October Favorite

TOP TEN TV program types for Oct. 11-17 as compiled by Pulse Inc., N. Y., shows 14.4% increase over September in number of quarter-hours devoted to network telecasts, and a 14.2 increase over October 1950. Time in daytime variety shows doubled compared to September, with increases also recorded by comedy, variety and drama shows. The report:

TOP TEN TV PROGRAM TYPES
OCTOBER 1951

	Avg. Rtg.
Comedy Variety	20.9
Boxing	19.9
Westerns	17.3
Football	15.6
Drama & Mysteries	14.5
Talent	14.2
Comedy Situation	14.1
Music	13.1
Musical Variety	12.1
News	11.1

New GE Amplifiers Provide More Power

GENERAL ELECTRIC Co. last week announced the development of new amplifiers which the firm said will enable TV stations to boost their power, thus improving both sound and picture in weak reception areas.

The new amplifiers, one for low channel and one for high channel transmitters, may be added to existing transmitters or may be included with those purchased by prospective station operators, Frank Barnes, GE broadcast equipment sales manager, said. Although FCC can be expected to make new power limits effective after the TV freeze is lifted, Mr. Barnes pointed out that because reception distances are limited to line-of-sight from the transmitting antenna, the higher powers will only slightly extend the range of reception, but will improve reception quality in areas presently receiving poor pictures.

Weekly Television Summary—December 3, 1951—Telecasting Survey

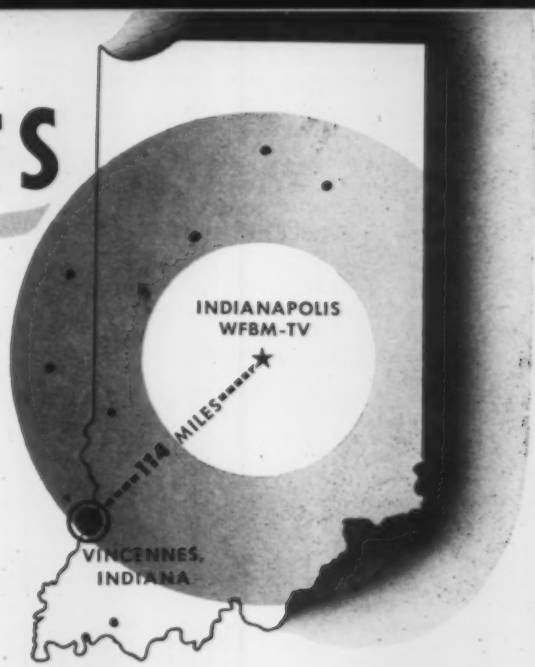
City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	11,200
Ames	WOI-TV	71,125
Atlanta	WAGA-TV, WSB-TV, WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	337,687
Binghamton	WNBF-TV	44,750
Birmingham	WAFM-TV, WBRC-TV	70,000
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	809,004
Buffalo	WBEN-TV	232,494
Charlotte	WBTV	100,230
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	995,630
Cincinnati	WCPO-TV, WKRC-TV, WLWT	310,000
Cleveland	WEWS, WNBK, WXEL	529,548
Columbus	WBNS-TV, WLWC, WTVN	191,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	140,808
Davenport	WOC-TV	74,014
Quad Cities	Include Davenport, Moline, Rock Isa., E. Moline	
Dayton	WHIO-TV, WLWD	215,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	76,875
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	140,808
Grand Rapids-Kalamazoo	WOOD-TV	160,413
Greensboro	WFMY-TV	84,049
Houston	KPRC-TV	98,902
Huntington-Charleston	WSAZ-TV	63,167
Indianapolis	WFBM-TV	192,500
Jacksonville	WMBR-TV	46,000
Johnstown	WJAC-TV	120,000
Kalamazoo Grand Rapids	WKZO-TV	160,413
Kansas City	WDAF-TV	157,251
Lancaster	WGAL-TV	117,280
Lansing	WJIM-TV	67,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KXNT, KTLA, KTTV	1,334,899
Louisville	WAVE-TV, WHAS-TV	116,662
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	11,100
Memphis	WMCT	104,129
Miami	WTVJ	89,300
Milwaukee	WTMJ-TV	280,113
Minn.-St. Paul	KSTP-TV, WTCN-TV	275,600
Nashville	WSM-TV	43,393
New Haven	WNHC-TV	200,000
New Orleans	WDSU-TV	67,817
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,625,000
Newark	WATV	85,742
Norfolk	WTAR-TV	103,217
Oklahoma City	WKY-TV	103,865
Omaha	KMTV, WOW-TV	939,800
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	44,700
Phoenix	KPHO-TV	342,300
Pittsburgh	WDTV	170,000
Providence	WJAR-TV	95,071
Richmond	WTVR	93,260
Rochester	WHAM-TV	74,014
Rock Island	WHBF-TV	
Quad Cities	Include Davenport, Moline, Rock Isa., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	59,400
San Antonio	KEYL, WOAI-TV	58,000
San Diego	KFMB-TV	111,985
San Francisco	KGO-TV, KPIX, KRON-TV	267,500
Schenectady-Albany-Troy	WRGB	180,500
Seattle	KING-TV	107,300
St. Louis	KSD-TV	327,000
Syracuse	WHEN, WSYR-TV	143,494
Toledo	WSPD-TV	127,000
Tulsa	KOTV	89,263
Utica-Rome	WKTV	56,200
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	301,000
Wilmington	WDEL-TV	84,263

Total Markets on Air 64* Stations on Air 109* Estimated Sets in Use 14,489,000

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

You get a BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS



Says **T. L. TADE,** *Manager*
GOODRICH TIRE AND RUBBER COMPANY STORE
Vincennes, Indiana

"In Vincennes, we get WFBM-TV best!"

● When we interviewed Mr. Tade and other leading television set retailers in Vincennes, they estimated some 500 sets were already installed in Vincennes and Knox County . . . and, *without exception they said* **"WFBM-TV is the station in this area!"**

That's why WFBM-TV is a big BONUS buy! On Indiana's famous "first station" you're selling the heavily populated heart of the State, with its 192,500* TV sets—and *you also reach an additional well-monied audience you can count in thousands.* They are the folks in large towns, small communities and on the farms *outside* our 60-mile area who regularly tune in the only station they can get—WFBM-TV!

Your clients distributing in Indiana will appreciate your telling them this story!

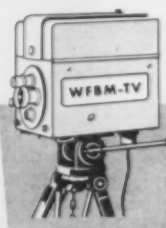
*Source: BROADCASTING-TELECASTING, December 3, 1951

WFBM Radio Is First in Listening, Too!

★ FIRST *in the morning!* ★ FIRST *in the afternoon!* ★ *and a* GREAT BIG FIRST AT NIGHT! 50% more listeners at night than any other Indianapolis station.

* Hooper Ratings, February through April, 1951.

First in Indiana



WFBM-TV

Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

RELIGION IN TV

Coy Addresses Baptist Meet

FCC Chairman Wayne Coy revived the plan for a Commission conference on the public service of TV stations in an address Tuesday to the Southern Baptist Convention's TV clinic in Washington. The subject had been given little public attention since its announcement early this year.

Religious groups should take part in the proposed conference, Chairman Coy said. At the same time he referred to the NARTB move to draft a television code though referring to "skeptics who point to the failure of earlier codes for standard broadcasting." NARTB's board meets Wednesday to act on a revised draft of the TV code.

Mr. Coy

The chairman reviewed at considerable length the 448 complaints received last month from listeners. These complaints cover both radio and television. He said alcoholic beverage advertising drew 240 out of 299 radio complaints, or 83%, followed by complaints on alleged false advertising, indecency, obscenity or profanity.

In TV the indecency classification drew 76 out of 149 complaints, 51%, he said.

Only nine radio complaints pertained to granting of time for expression of particular points of view and only four alleged attacks on religious faiths, he said. There were five TV complaints who alleged refusal to grant time for expression of a point of view, with no criticism in the religious category. A third of TV complaints dealt with alcoholics.

Censorship Forbidden

Chairman Coy recalled that the FCC is forbidden by law to exercise censorship so has no control over advertising of alcoholics. He added that the U. S. Criminal Code makes it a crime to utter any obscene, indecent or profane language by radio communication, with fine of $10,000 or two years imprisonment or both. He referred to the difficulty of determining whether a remark or scene is merely bad taste or actually indecent.

Looking into TV's future, Chairman Coy said 1,000 applications are expected soon after the TV freeze is lifted, which means that "almost a billion dollars has already been earmarked by various corporations and individuals to construct our new television stations." He predicted there might be 1,200 to 1,500 TV stations on the air in five years, and 2,500 within a decade.

The FCC has always held a well-rounded program service should include adequate time for religious activities of the community, the chairman said. He scoffed at those who charge "that to forbid a broadcaster to deny free speech to the various segments of his community is to abridge freedom of the broadcaster, particularly his freedom of speech."

Chairman Coy urged the Baptist group to ultilize TV facilities and to acquaint the FCC with their views when station licenses come up for renewal. He cited the growing movement toward creation of local listener-viewer organizations.

Davidson Taylor, NBC general production executive, said NBC "for the time being does not propose to carry sponsored religious telecasts."

Asks Equal Right

This brought the observation by Dr. Percy Crawford, director of the ABC sponsored telecast, *Youth on the March*, that religious groups should have "the chance to buy TV time on an equal basis with the beer and cigarette companies." Dr. Crawford said ABC was the only TV network that would sell time to churches.

Dr. George B. Crothers, CBS director of religious broadcasting, said many ministers are not cooperative in producing TV and radio programs. James Caddigan, DuMont TV Network program production director, advised ministers to understand the medium, realizing their programs compete with professional productions. He and Mr. Taylor both urged religious speakers to use a conversational tone instead of using a public speaking manner. Such a tone "is not adopted with ease by many ministers," Mr. Taylor added.

In a religious panel on local TV, J. Leonard Reinsch, managing director of the Cox stations, said that to ignore the possibilities of TV, religious or otherwise, "is behaving like the proverbial ostrich with head in the sand." He suggested TV "may help us attain world peace and brotherhood."

Mr. Reinsch

Bryson Rash, special events director of WMAL-TV Washington, advocated the use of brief devotional programs such as sign-on and sign-off features. Arnold Wilkes, director of public affairs and education for Hearst Radio, opposed recreation of church services on TV and cautioned ministers to become familiar with elementary principles of showmanship.

Participants in a panel with Chairman Coy were Carl E. Wideberg, AT&T, and A. R. Hopkins, RCA.

S. F. Lowe, director of the Radio Commission, Southern Baptist Convention, presented results of a survey of religious telecasting, based on replies from 65 TV stations in 26 states. All but one of these stations have regular religious programs, totaling 130 programs, he said.

Of the 130 programs, 70 are presented locally with 60 coming from networks. The average religious program has been on TV 11 months, the survey showed, with several stations having broadcasts several years old.

DuPree Jordan, associate director of the Baptist commission, said the TV industry shows a very sympathetic attitude toward religious programs, with most feeling a responsibility in the field and desiring more and better programs. They look to churches and church leaders to meet this need, he said.

The survey showed that 71 programs are in the weekly half-hour category, with 18 daily quarter-hours and three weekly quarter-hours. Length was not designated in the case of 32 telecasts. Fourteen stations carry Sunday morning services from churches, and 22 present telecasts on special religious occasions. Seven stations open and close with devotional features.

SENDOFF is given William R. McAndrew, newly-appointed director of NBC TV news, special events and public affairs, at this party for the former general manager of WRC-AM-FM and WNBW (TV) Washington. L to r: Frank M. Russell, NBC vice president; Eugene Juster, who succeeded Mr. McAndrew as general manager of the stations, and Mr. McAndrew. Messrs. Russell and Juster were the hosts.

STANDARD OIL

California Firm Enters TV

STANDARD OIL CO. of California, a major radio user on the West Coast for 25 years, will enter television with a weekly dramatic show in six western markets next month, Anthony Mattes, Standard's advertising director, announced last week.

The series, to be called *The Chevron Theatre*, will be launched on KTLA Los Angeles January 4. At approximately the same time the show will be on stations in San Francisco, San Diego, Seattle, Salt Lake City and Phoenix. Stations to be used and the exact starting date in these cities has not yet been decided, Mr. Mattes said.

Standard Has Contracted

The film series is now in production by Review Productions of Hollywood. The series is being released by MCA and Standard has contracted for first run western rights for 52 half-hour weekly shows. The oil company also has an option on second run rights but does not expect to utilize the films second run itself, Mr. Mattes said. He said the company only is interested in having a voice in determining who might be granted second run rights.

The series is being placed by Standard's agency, BBDO. Executives on the account are Morrie Baker and John Thomas.

The films are based on original stories and run from mysteries to romance. Cost of production for each half-hour film runs $15,000 to $25,000, but Mr. Mattes said standard Oil is paying only a fraction of that amount for the western first run rights.

He flatly denied a Hollywood report that Standard had invested half a million dollars in the first half (26 weeks) of the series, but refused to divulge the company's actual investment.

Rights to the series already have been sold by MCA in other parts of the country and Sears Roebuck is currently carrying the show on WENR-TV Chicago.

Standard Oil entered radio 25 years ago with the *Standard Hour*, oldest hour of music on radio. Except for brief test with special programs and some limited sports coverage, it has stayed out of television. The series starting next week marks the company's first regular use of the newer medium.

CBS COLOR TV

Dentists to Witness

CBS COLOR television will be used to demonstrate dental operations and techniques at the 27th annual session of the Greater New York Dental Meeting to be held this week.

Demonstrations, scheduled for today (Monday), will be sponsored by E. R. Squibb & Sons, drug concern, and will be transmitted by "Vericolor" equipment, manufactured and sold for industrial and hospital use by Remington Rand Inc. Operations—including placement of a denture and plastic fillings—will be performed in a special studio set up in the Statler Hotel and will be viewed by visiting dentists on the 18th floor.

Housewives chase "Man On the Street", in MINNEAPOLIS-ST. PAUL!

WTCN-TV

FLAME ROOM COFFEE

pulled 3500 requests (and had to withdraw an offer of sixteen tea bags at no charge) from one 20-second spot on each of two "Man on the Street" shows with Clellan Card, at 12:45 P.M.

RUSSELL MILLER MILLING CO.

pulled over 1300 requests for a pie-making kit from one announcement on "Cooking Is Fun" at 11:30 A.M.

ART CORRESPONDENCE SCHOOL

pulled 281 replies from one five-minute commercial in Class B time (10:45 P.M.). 168 of these replies classified as "usable" at cost-per-inquiry of 38 cents. The average national C.P.I. for this firm is approximately $1.50. Later, same firm ran another five-minute spot in Class A time (Saturday -- 1:00 P.M.) and pulled 534 inquiries of which 243 were called "usable". The C.P.I. per usable inquiry was 72 cents.

REPRESENTING TELEVISION STATIONS:

DAVENPORT	(Central Broadcasting Co.—WHO-WOC)	WOC-TV*
FORT WORTH–DALLAS	(STAR-TELEGRAM)	WBAP-TV*
LOUISVILLE	(WAVE, Inc.)	WAVE-TV*
MIAMI	(Wometco Theatres)	WTVJ
MINNEAPOLIS–ST. PAUL	(DISPATCH-PIONEER PRESS)	WTCN-TV
NEW YORK	(THE NEWS)	WPIX
ST. LOUIS	(POST-DISPATCH)	KSD-TV*
SAN FRANCISCO	(THE CHRONICLE)	KRON-TV*

*Primary NBC Affiliates

Yes, Spot Television Sells Goods!

For Further Facts, Ask:

FREE & PETERS, INC.

Pioneer Station Representatives

Since 1932

•

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

FULL YEAR TV

CBS Shows It's Profitable

SUMMER telecasting this past year was a profitable venture for a number of advertisers on CBS Television, according to a brochure issued last week by the network titled, "It Takes Four Quarters to Make a Dollar."

The reasons cited: Year-round program continuity, decreased summertime competition and, of major importance, a 10% annual discount in time costs, which later equalled a 65% discount in time costs for the eight summer weeks, it was noted.

Lincoln-Mercury's *Toast of the Town*, for example, drew July-August viewers at a cost-per-thousand of $1.92 as compared with a cost of $3 per thousand during the previous October-April season.

For Rinso's *Big Town*, the summer average per-thousand viewers was $2.77 against a winter average of $2.98.

Camel's *Man Against Crime* did almost as well in the summer as in the cooler months—$2.41 to $2.22.

Gross time-and-talent costs are used for the October-April season vs. gross talent and 35% of gross time costs for the summer months.

Special Inducement

These figures do not include the network's 33⅓% absorption of program costs offered last summer as a special inducement which J. L. Van Volkenburg, president, CBS Television Division, said is unlikely to be repeated again next summer.

Answering a question last Monday at a news luncheon in New York's Barberry Room at which the brochure was previewed, Mr. Van Volkenburg said, "It is doubtful that we will pick up part of the program costs again in 1952. I think we proved our case last summer."

Lorin Myers, CBS-TV market research counsel, who made the pre-luncheon presentation, noted that spendable income, factory payrolls and retail sales are all bigger in summer than during either the winter or spring quarters, with summer the No. 1 season for durable goods stores, automobile dealers and filling stations.

Like income and sales, TV, too, maintains a high level during the summer season, Mr. Myers reported. He cited an Advertest Research survey made Aug. 3-11 in 767 TV homes in the New York-New Jersey area which showed that the average individual on the average summer day spent 2.21 hours watching television to 1.14 hours listening to the radio, 0.92 hours reading newspapers and 0.28 hours reading magazines.

Reach More Homes

In addition to earning the annual discounts which enabled them to reach more homes per dollar during the summer months than during the rest of the year, most CBS-TV summer clients also retained all their stations and in many cases picked up additional markets for their live station lineups, the presentation pointed out. These advertisers also maintained audience viewing habits in their time periods "for the big fall season" and reached audiences that in many cases exceeded the October-April average.

American Research Bureau data showed that 11 CBS-TV shows staying on the air throughout the summer in the same evening time periods suffered a drop in average ratings of only 8% in the summer months (from 27.4 to 25.2); reached 13.8% more homes in the summer (2,557 compared to 2,246 the previous October-April).

The average number of viewers per set dropped 6.7% in the summer (from 3.0 to 2.8) and the average number of viewers reached increased 8.9% (from 6,833 the previous winter to 7,439 last summer).

CBS-TV summer replacement programs fared almost as well as the holdovers and new programs started in the late spring or early summer showed growing audiences, with higher ratings in August than July in every case.

Just as there is "no summer vacation—no 'missing quarter'—in the selling year," there is "no summer vacation — no 'missing quarter' — in television's year," CBS-TV pointed out, concluding, "it's important [for advertisers] to remember that four quarters make a dollar—in your business—in your use of television."

NBC-TV Adds Shows

NBC-TV will make another step toward full-time video network programming Jan. 5, 1952, when it will inaugurate three programs to be telecast on the network Saturday mornings from 10-12:30. Frederic W. Wile Jr., NBC vice president and director of TV production, who made the announcement, said that the programs will be 10-10:30 a.m., *Rootie Kazootie*, puppet show now telecast on WNBT (TV) New York Monday-Friday evenings; 10:30-11:30 a.m., *Cactus Jim*, western films with live commentary currently on WNBQ (TV) Chicago Monday-Friday evenings; 11:30 a.m.-12:30 p.m., *Midwestern Hayride*, rustic musical variety show originating at WLWT (TV) Cincinnati. Plans for weekday morning programming on NBC-TV will be announced shortly, Mr. Wile said.

TEMPLE BUDGET

Fla. Growers Allot $3,500

GROWERS of Florida temples will spend $3,500 during 1951-52 season to advertise this special variety of citrus fruit on TV. Amount augments the state advertising budget already placed by the Florida Citrus Commission through J. Walter Thompson Co., New York.

The new funds are the result of an increase in the state advertising tax from three to five cents per box on temples.

Beginning in mid-January participations will be used once a week for eight weeks in New York on WNBT (TV) and WJZ-TV and in Cleveland on WEWS (TV) and WNBK (TV). Advertising theme will stress that while temples look like oranges and peel like tangerines, it's a distinctly different citrus fruit.

GROUP with Dallas Advertising League tune in WFAA-TV Dallas, which played host to the league in its studios when it telecast a league program Nov. 26. Watching show in WFAA's studios—Manager Ralph W. Nimmons tunes the program in—are (l to r): L. R. Shaw, Dallas branch manager, Alexander Film Co.; Don Baxter, head of Dallas office, Laughlin-Wilson-Baxter & Parsons; Paul Franke, account executive, Rogers & Smith Adv.; Randall Brooks, executive vice president and manager, Dallas office, Rogers & Smith; Mr. Nimmons; Roger Bacon, Dallas manager, Ruthrauff & Ryan; Alex Keese, WFAA-AM-TV assistant manager; James M. Moroney, vice president in charge of radio properties, *Dallas Morning News*, and J. B. Taylor, president, Taylor-Norsworthy Inc.

Quarter Bonus

NEWSMEN covering the CBS Television luncheon Monday got more than a story and a lunch. At each place was a copy of the presentation, "It Takes Four Quarters to Make a Dollar," and atop each copy were four new silver quarters.

BLAKE PROTEST

No Legal Action Taken Yet

NO LEGAL action has yet been taken against Republic Pictures by former child star Bobby Blake on the release to television of *Red Ryder* films, pending the possibility of a satisfactory settlement.

Mr. Blake, through his attorneys Arkin & Weissman, Los Angeles, in a letter to Republic, demanded that the studio cease the sale or leasing to television of the series of 28 *Red Ryder* films in which he had a featured role, according to the terms of his Republic contract [B•T, Nov. 19]. Contract clause like that held by Roy Rogers who recently won decision against the studio over similar case, gives the actor the right to control association of his name with any commercial product or advertising.

In a letter reply to the actor the studio announced its refusal to cease the sale of the films to television. Mr. Blake's attorneys still hope that some solution can be worked out short of legal action.

AIEE WINTER MEET

Color TV Study on Agenda

COLOR TELEVISION will be on the agenda for the American Institute of Electrical Engineers' winter general meeting to be held in New York's Hotel Statler Jan. 21-26.

A session on "Color Tubes for Television" will include papers on both the RCA and Lawrence color tubes for TV receivers. In conjunction with the paper presentation, a demonstration will be held on the RCA color tube and the Lawrence tube will be exhibited. Other papers on color TV will include one on colorimetry and another on color phosphors for TV picture tubes. Four papers on late developments in electron emitters for tubes also are scheduled.

TV Headache Box

GENERAL ELECTRIC field engineers are using an especially-designed device to demonstrate TV troubles to distributors and dealers throughout the country. Designed at Electronics Park, Syracuse, the device is officially called a Television Dynamic Demonstrator.

By using it, the GE lecturer simply throws a switch. Some 33 different types of trouble can be produced instantly. The cause of each effect is fully explained in a chart prepared for use with the demonstrator.

HOW Radio-Relay WORKS
The microwaves used for telephone and television transmission travel in a straight line. So relay towers, like those shown, are usually built on hilltops, about 30 miles apart. Each tower picks up microwaves from its neighbor, amplifies and focuses them like a searchlight with electronic equipment, then beams them accurately at the next tower. Radio and television programs and telephone calls can ride the beams at the same time.

New skyway spans nation with words and pictures

On September 4, the Japanese Peace Treaty Conference at San Francisco was flashed by *Radio-Relay* and coaxial cable facilities to viewers throughout the nation, and coast-to-coast television was a reality.

This transmission of pictures across the United States has been made possible by the new transcontinental *Radio-Relay* system of the Long Lines Department of the American Telephone and Telegraph Company.

Behind this system are years of research and millions of dollars. Special equipment had to be designed and built. Personnel had to be trained in its special use.

Today, the value of the Bell System's television network stands close to $85,000,000. Yet the charges for the use of this network are low — averaging about 10 cents a mile for a half-hour program. This includes both video and audio channels, all station connections, switching and local channel charges.

BELL TELEPHONE SYSTEM

Providing transmission channels for the radio and television industries today and tomorrow.

ROGER W. CLIPP, general manager of WFIL-AM-TV Philadelphia, spoke at opening of 3d annual "Silly Willie" traffic safety campaign, sponsored by WFIL-AM-TV in cooperation with Philadelphia Highway Traffic Board and other civic agencies. In background (l to r) are Silly Willie and Daffie Dilly.

REPUBLIC'S PLANS

$1 Million for TV Film

MAKING no direct comment on Republic Pictures plans to produce motion pictures for television, Herbert J. Yates, president, has revealed that the studio will spend more than $15 million next year on top-budget films.

He declared the studio will "not be caught napping on any market which can return revenue." Studio expects to start its TV film production in January [B•T, Nov. 12]. Republic reportedly has $1 million ear-marked for the initial venture, with additional money available later.

Hollywood Television Service Inc., headed by Earl Collins as president, and a Republic subsidiary, will handle all sales and rental deals of product.

Gleason Signed

COMEDIAN Jackie Gleason has agreed to sign exclusive contract with CBS Television, it was announced last week. Contract, which will be drawn up at a later date, calls for comedian's services on weekly full-hour television series to begin in fall of 1952. According to network spokesman, Mr. Gleason will appear 44 weeks yearly. At present he is starred on DuMont's *Cavalcade of Stars* and will continue there until next June, network said.

TOP QUALITY MOTION PICTURES
Since 1932

Up-to-date completely equipped New York studios of
VIDEO VARIETIES CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1162

film report . . .

AN ESTIMATED 48 short subjects will be offered for television by **Pictorial Films Inc.**, which has been acquired by **Milton J. Salzburg**, one of the founders and a past president of the organization, and **Frank Soule**, now president of the company, it was announced last week. Purchase involved rights to 375 features and 250 shorts, which will be released in the 16mm field within the next few months.

The company, one of the largest firms dealing with 16mm production and distribution, plans extensive distribution of features and westerns, in addition to short subjects for television, after organizational changes have been put into effect, Mr. Soule said.

—**INS-Telenews** is completing two half-hour programs for telecasting at the end of the year—*Exit '51*, a dramatic news review, and *Sports Highlights of 1951*. Shows will be shipped before Dec. 25. Latest station purchasers of the programs are KMTV (TV) Omaha and WAAM (TV) Baltimore, both shows, and WNAC-TV Boston, *Exit '51*.

—**Majestic Pictures Corp.**, Hollywood and San Francisco, has started production on *The Difference Between . . .*, a picture documenting merchandised advertising and demonstrating values available to national and local advertisers who carefully merchandise their ad schedules.

The story opens with an embryo advertising man applying at a public library for an advertising book, and the story line goes on to show most effective methods that can be used by clients and their agencies to get maximum benefits from well-organized media, jobber and distributor cooperation. **Frank Parke Wright**, of Frank Wright Corp. (marketing, merchandising and advertising consultant), is directing film.

—**International Film Bureau** announces availability of the quarter-hour motion picture, *Korean Backgrounds*, photographed in Korea by American cameramen. Film shows Korean people and their chief economic activities. Foreign influences on the country are traced and the background of present struggle depicted. Film may be used as a whole or in part, with or without its sound track, which has speech and no music.

International also is distributing *Jordan Valley*, a geographical background of the Scriptures. A trip along the Jordan from Palestine to the Dead Sea unifies the film. Numerous places of Biblical importance appear—the Jerusalem-Jericho Road, Jericho, Walled Pools of Elisha and the shrine commemorating the baptism of Christ. Herdsmen, farmers, weavers, salt workers and fishermen are shown, and modern methods appear alongside customs 2,000 years old. The picture has been accepted and approved by both Protestants and Catholics in England where it was first shown.

Inquiries on either film may be addressed to Television Dept., International Film Bureau, 6 N. Michigan Ave., Chicago 2.

—**June Clayworth**, actress, has been signed by **Jerry Fairbanks Productions**, Hollywood, for featured role in *The Stolen Letter*, new program among group of *Front Page Detective* films [FILM REPORT, Nov. 26].

—**Toni** and **Jan Arden**, singers, have completed a series of shorts for **Snader Telescriptions Corp.**, Beverly Hills. The musical films are the first made by the brother and sister as a team.

—The title of **Jerry Fairbanks Productions'** television film series *Make Mine Manhattan* has been changed to *Meet Me in Manhattan*. **Tom Drake** and **Trudy Marshall** are starred [FILM REPORT, Oct. 29].

—**Vic Hunter**, vice president of **Television Productions Co.**, Hollywood, is in Chicago for trade showing of *The Scarlet Hawk* film stories. Following Chicago stop, he goes to New York Dec. 10 for week's showings there.

—**Claire Windsor** has been signed by **Williams Productions**, Los Angeles, to star in *The Last Act*, program in *Invitation Playhouse* TV film series currently in production. Six of the quarter-hour films will be put together into one feature motion picture. **Guy Roe**, cameraman, will shoot ten programs of the series. **Ray Heinz** has been signed as production manager for the programs.

—**Ben Pivar & Assoc.** has been formed in Los Angeles by **Ben Pivar**, former producer at Universal-International. All phases of television film production will be handled by the company, with headquarters at the Hal Roach Studios, Culver City. The new firm has acquired controlling interest in Independent Film Library, which has more than two-million feet of catalogued footage.

—**Earl McEvoy**, former director at Columbia Pictures, will direct the first three in the group of 13 half-hour *Raffles* television film stories. **Maria Palmer**, screen actress, has been signed for the feminine lead in the series. Programs are being produced by **Interstate Television Corp.**, Los Angeles [FILM REPORT, Nov. 26, 19].

—**Alliance of Television Film Producers**, Hollywood, has voted to support the current drive of the Permanent Charities Committee of the motion picture industry. The group announces that 67% of employes in the television film companies have already signed with PCC. **Sid Rogell**, vice president of Jerry Fairbanks Productions, is chairman of drive in TV film field.

Sales and Production . . .

SARRA, Inc., Chicago, has finished production on a series of spots for **Ekco Products** and the *Frank Sinatra Show* on CBS-TV. Products featured in five commercials, 60 to 80 seconds long, are Flint cutlery, kitchen tools and Best Mixer, placed through Earle Ludgin Agency, Chicago. **Mrs. Florence G. Murdoch**, account executive, supervised productions.

Sarra also has completed a group of one-minute spots, providing for local dealer tie-ins, for **Phoenix Hosiery Co.**, handled by Cramer-Krasselt agency, Milwaukee.

* * *

FIVE STAR PRODUCTIONS, Hollywood, producing television film commercials for **Union Electric**, the **Tea Council**, **Pet Milk Co.**, **Kellogg Co.** for Rice Krispies and Sugar Pops, **S.O.S.**, **Lucky Lager Brewing Co.**, **Alka-Seltzer** and **Mars Inc.** (candy bars).

* * *

WILLIAMS PRODUCTIONS, Los Angeles, has started production on 10 more programs of its quarter-hour *Invitation Playhouse* television film series. Eventually 26 programs will be on film, to be distributed by **Syndicated Television Corp.**, Los Angeles. **William Asher** is director of the series.

MOSKOVICS TALK

Briefs Denverites on TV

FIRST of a series of TV Preparation Clinics held in Denver by KLZ was presented Nov. 20 in the Empire Room of the Shirley Savoy Hotel with 200 Denver business leaders and advertising agency executives in attendance.

Speaker was George L. Moskovics, manager of TV development for CBS Television, Hollywood, who spoke for an hour and conducted a question and answer session for the Denver audience. Hugh B. Terry, KLZ general manager, said the large turnout was amazing but demonstrative of interest in television in a non-TV area. Clinics will be held twice monthly with authorities in the television field invited to Denver by the station. Next meeting is tomorrow (Tuesday) when Edward Codel, television director of the Katz Agency, New York, is scheduled to speak.

Selling: STOVES?
Try WILBUR STREECH PRODUCTIONS TV FILM COMMERCIALS
1697 BROADWAY, N. Y. • JUDSON 2 3816

Open Mike

(Continued from page 48)

necessary, a federal statute having reference thereto . . .

Alfred S. Landry
Attorney at Law
New Iberia, La.

[EDITOR'S NOTE: Mr. Landry's legal eagle-eye spotted a sweeping statement. But though he is technically correct as to federal law in general, there is, as we said in the article, no decisive judicial history as to possible conflicts between Section 315 of the U. S. Communications Act and local or state laws.]

* * *

Semantics Lesson

EDITOR:

Thank you for . . . the publication in the Nov. 5 issue of an article on the research work I did on listener preference and radio programming in the state of Iowa.

Your rewrite man generally did a good job. It is unfortunate that he included in the next to last paragraph a statement which reads: "He (Starlin) said he interviewed over 68,000 listeners . . .". I did not say that *I* interviewed that many listeners. I said that "program preferences reports used for comparison in the study were based on the expressed likes of over 68,000 listeners reached by personal interview in Iowa."

The reference for this statement is the Iowa Radio Audience Surveys which was mentioned in a preceding sentence in the copy I sent you. These interviews were made by numerous interviewers who participated in the annual Iowa Radio Audience Surveys conducted by Dr. Forest L. Whan. I did personally tabulate the quarter-hours of program offerings but the statement indicating that *I said* that I interviewed 68,000 listeners sounds somewhat far-fetched and makes me look a little ridiculous. . . .

D. Glenn Starlin
Director of Radio
U. of Oregon

[EDITOR'S NOTE: . . . And us look even sillier. For clumsily putting his foot in Mr. Starlin's mouth, a B•T rewriteman is boning up on the simple, declarative sentence.]

* * *

Likes His Work

EDITOR:

The following is my opinion of radio . . .

RADIO—serving the world with news, music, entertainment and information—has taken its rightful place in our way of life by working constantly to make that way of life better.

RADIO is electronics; RADIO is art; RADIO is the combined productive genius of the world's great talents, distilled into a pile of tubes, wires, metal and power. RADIO is PEOPLE—people who provide the wizardry that makes your daily habits more pleasant—wizardry that brings the world's great men and women into your living room — WIZARDRY that presents the pageantry of our turbulent era in a form all can understand.

PEOPLE—who buy the most intangible thing on earth—TIME. PEOPLE—who buy the products these people advertise. PEOPLE—who listen—the unseen and unheard audience — without whom RADIO would cease to exist . . .

RADIO — ELECTRONICS — WIZARDRY — PEOPLE — all working together to forge a common destiny for the common good . . .

Armine H. Wood
Program Director
WBHB Fitzgerald, Ga.

* * *

Sporting Life

EDITOR:

We note your article on page 118 of the Nov. 26 issue on WPPA [Pottsville, Pa.] and its sport schedule.

We may not be the most pigskin minded station, but we would like to point out that we will have carried 58 high school, college and professional football games come Jan. 2, 1952 . . . and our basketball schedule calls for 112 games in addition to the state, regional, sectional and district tournaments this station carries in March.

In addition we carry major league baseball every summer and for the past two summers have also carried district, regional and state American Legion junior baseball tournaments. And in addition these past two years we broadcast the junior league games from Dickinson, S. D., Mitchell, S. D., and from Springfield, Ill. . . .

Don C. Wirth
Vice President
WNAM-AM-FM
Neenah, Wis

* * *

Agency Recognition

EDITOR:

The Castro success story which appeared in your issue of Nov. 19 was received with great interest by us. . . .

However, there was one important point you omitted, and in all fairness, we feel it should be brought to your attention. The advertising agency for Castro is Newton, whose president, Mr. Bernard E. Karlen, has guided this account successfully in its television and radio ventures from its very inception.

Mr. Karlen, preparing and buying particular spots only after careful analysis, has succeeded in gaining valuable time franchises for Castro and thus getting the maximum result out of every advertising dollar spent. . . .

Ted Bergman
Director of Sales
DuMont TV Network
New York

Telecast 'Greatest'

PROGRAM *The Greatest Story Ever Told* (ABC Radio, Sunday, 5:30-6 p.m. EST) for first time in its five-year history will be seen on two special telecasts, Dec. 2 and 23, 7-7:30 p.m., on ABC-TV. Show is sponsored as public service by Goodyear Tire & Rubber Co. with no commercial announcements except sponsor identification. First telecast will be "The Story of Lazarus," and on Dec. 23 "No Room at the Inn," story of the Nativity that has been presented on the radio program in former years.

Brazil Tests Begin

RADIO TELEVISAO PAULISTA, Sao Paulo, Brazil, inaugurated test programming Nov. 22 [B•T, Nov. 26]. First reports indicated "excellent coverage," according to those assisting in installation of equipment at the Sao Paulo operation. Two U. S. engineers have been supervising installation: Joe Herold, contractor, DuMont International Standard Electric, and Robert Alter, Federal engineer. Regular programming date has not been set.

DuMONT TELECRUISER

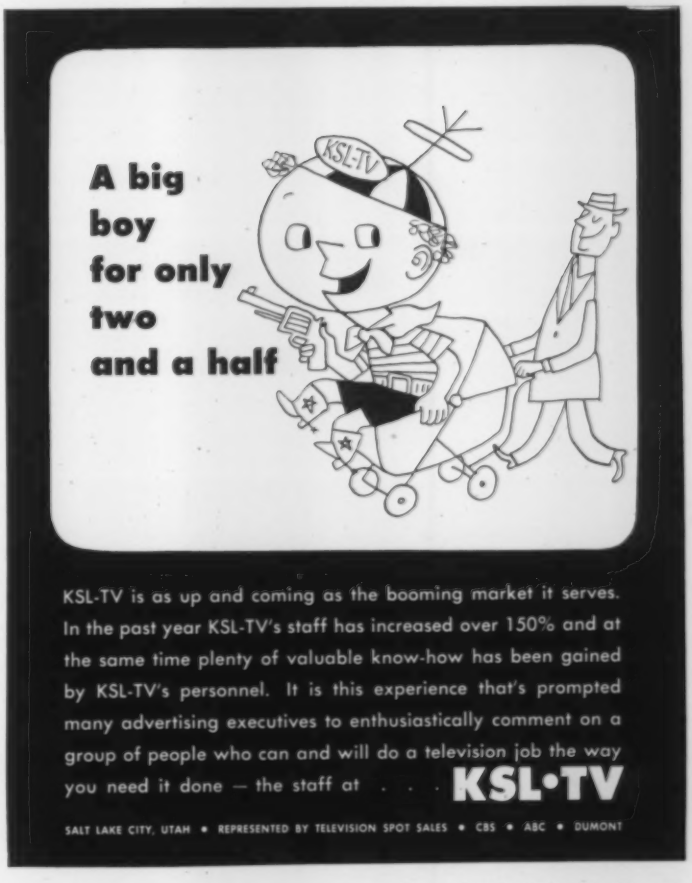
Second Unit Sold for S. A.

SALE of the second Telecruiser for export to South America within three months was announced Monday by James B. Tharpe, sales manager of transmitter division, Allen B. DuMont Labs.

The completely equipped mobile television studio was sold to the Federal Telephone and Radio Corp., Nutley, N. J., for use in South America. The new unit is equipped with triple image orthicon camera chain, a 7,000-mc microwave relay, audio console with four channel remote amplifier, video distribution patch panel and eight-channel picture distribution amplifier and five motor-driven cable reels, each accommodating 250 feet of cables for cameras, relays and AC power.

Grange Views TV

PUBLIC attributes of television were saluted by The National Grange at an annual meeting last week. It adopted a resolution, calling upon the telecast of legislative functions "wherever practicable . . . for the general public to hear and see." Delegates representing some 800,000 farmers, paid special tribute to TV because of its potentialities in providing entertainment, cultural development and general education to the rural population.


A big boy for only two and a half
KSL-TV
KSL-TV is as up and coming as the booming market it serves. In the past year KSL-TV's staff has increased over 150% and at the same time plenty of valuable know-how has been gained by KSL-TV's personnel. It is this experience that's prompted many advertising executives to enthusiastically comment on a group of people who can and will do a television job the way you need it done — the staff at . . . KSL•TV
SALT LAKE CITY, UTAH • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • DUMONT

Strictly Business

(Continued from page 16)

program in radio, not industrial, terms.

His third point is that an industrial association will have to handle its own program sales, if its series is prepared for only a limited length of time. Any station sales manager, in talking to prospective sponsors, would obviously give greater attention to a transcribed series that, for example, starred a well known personality in a popular mystery format, and could thus be depended upon for an almost indefinite run.

The whole problem is one of commercial operations, Mr. Zurhorst emphasizes, and industrial organizations must remember they have to meet professional standards, producing their shows well and offering them for sponsorship at competitive rates. If they fail to do this, they may find the local sponsor they are trying to sign—perhaps one of their member companies—will be buying the surefire detective series instead of programs designed for his own field.

Mr. Zurhorst's own organization, the Oil Industry Information Committee, has a radio series planned for release early in the year.

Born Dec. 3, 1913, Mr. Zurhorst attended St. Albans Preparatory School, Washington, D. C., and St. Johns College, Annapolis. After college, he was a freelance press agent until 1937 when he joined the sales staff of WOL Washington.

He went from sales into promotion, from promotion into publicity and promotion, and wound up in the station's public relations department. He became acquainted with Fulton Lewis jr. at that time and now recalls, "Whether it was a matter of his being interested in me or of my being interested in working for him, I'm not sure, but I found myself working more and more on his broadcasts."

When the Cowles Broadcasting Co. bought WOL, Mr. Zurhorst left the station to work exclusively for Mr. Lewis.

During the war, he found himself taking on extra responsibilities. To arrange all the requests for benefits and drives to be promoted via radio, he worked with Art Stringer of NAB to draw up the first allocation charts in the field. He became radio consultant to the Treasury Dept. He was a member of the Motion Pictures War Activities Committee and the President's Birthday Ball Committee. He pinch-hit, as he described it, as producer for *American Forum of the Air* broadcasts and he found time to handle advertising and public relations for the U. S. Recording Co.

He remembers the period as a wonderful one to have gone through and a wonderful one to have survived: "We seemed to be working 24 hours a day, but it also seemed that everything we did was helpful—and fun to do."

To Present Position

Although he hasn't yet found the reason, Mr. Zurhorst contends that the older one grows in public relations for the entertainment field, the more he grows out of that field, while the opposite is true for industrial public relations. One morning in 1948, he decided he was growing old and so left Mr. Lewis' organization. He became associated with the American Petroleum Institute.

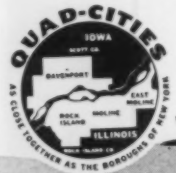
Radio—which this charter member of the American Television Society thinks is better off as a result of television—was and still is his first love. He even lists it as his hobby, since he devises his own humorous programs by means of a five-band Hallicrafter set and a tape recorder.

His other hobby is a 100-acre estate in Duchess County, N. Y., where he has, so far, only a gate house in the midst of "Hickories, Maples, Oaks, rocks, streams and overflows." There are also deer, fox and mink on his mountain-top site, which overlooks the Hudson River Valley. Although it is less than 55 minutes from Times Square, there is no electricity, telephone, television—or radio, he reports. When not in the country, Mr. Zurhorst lives in Bronxville, N. Y.

THE QUAD-CITIES
ROCK ISLAND • MOLINE
EAST MOLINE • DAVENPORT
a unique combination of 4 cities in 2 states - on the Mississippi River

The Quad-City trading radius of 350,000 people is a well balanced urban-rural market—classified by the Department of Agriculture in the highest-level-of-living bracket. To support this high level are the wages and income from farms; farm equipment manufacturing; Rock Island Arsenal and 300 other diversified factories. And so, the Quad-Cities ranks 14th in Effective Buying Income per Capita—a good market with balance and stability.

WHBF sells to Quad-Citians!



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

Les Johnson,
Vice President and Manager

Fisherman's Luck

WILLIAM I. MOORE, vice president and general manager of WBNX New York, who has seen the value of persistence demonstrated in radio, now testifies to the worth of this virtue when applied in another field. Each year, for the last five, Mr. Moore has gone to Florida in quest of a sailfish. Each year he has been luckless—until this year. Fortnight ago, persistence paid off. He caught a 6 ft. 7 in. sailfish off Boynton Beach, Fla.

PROMOTING RADIO

WGAR to Launch Campaign

RADIO faces an "exciting new challenge" from television in competing for the time and attention of American families but it will "always play an important part in people's lives," John J. Patt, president of the Goodwill Stations (WGAR Cleveland, WJR Detroit and KMPC Los Angeles), told the Ohio State News Service last week.

"Since radio appeals solely to the ear, it requires less of one's attention and can be used in accompaniment with other things," he declared. "For this reason, I believe it will always play an important part in people's lives."

Mr. Patt made these observations as WGAR prepared to launch a new "Radio in Every Room" drive this week. Copy to be read by station's announcers stresses that radio offers:

(1) A million dollars worth of entertainment "at your fingertips."

(2) The news the minute it happens.

(3) A means of blending one's work with "music and fun."

Station also will use these sample slogans: "Radio takes the irk out of work. A car radio is a wonderful traveling companion. Radio makes every room a living room."

The campaign is timed to tie in with a General Electric spot series on the sale of clock radios and other Christmas gifts.

RADIO DOLLARS

Ullman Named Sales Rep.

APPOINTMENT of Richard H. Ullman Inc., Buffalo, as exclusive sales representative for "Radio Dollars" merchandise premium plan was announced Thursday.

Ben Strouse, president of Radio Dollars Inc., Washington, D. C., announced also that franchises have been issued to 13 stations and that 150 other stations are negotiating.

Stations which already have received franchises were listed as WORC Worcester, Mass.; WJHO Opelika, Ala.; WARL Arlington, Va.; WTRF Bellaire, Ohio; WING Dayton, Ohio; WITH Baltimore; WMIN St. Paul; KFMJ Tulsa; WLEE Richmond, Va.; WWDC Washington; WROV Roanoke, Va., and WRAW Reading, Pa.

As explained by Mr. Strouse, here's how the plan works:

1. Radio Dollars Inc. franchises only one station in each community;

2. Participating stations, in turn, franchises its own advertisers. The advertiser agrees to purchase a minimum amount of station time;

3. Radio Dollars Inc. then supplies the participating advertiser with Radio Dollar coupons, Radio Dollar catalogue and Radio Dollar emblems for his place of business;

4. The merchant gives Radio Dollars to his patrons in the same proportion as their purchases;

5. Radio Dollars coupons are redeemed for more than 100 nationally advertised products.

Radio Dollars Inc. is incorporated in Maryland and has offices at 1627 K St., N. W., Washington, and at 125 E. Baltimore St., Baltimore. Home office of Richard H. Ullman Inc., is 295 Delaware Ave., Buffalo.

Psychological Warfare

TECHNIQUE of psychological warfare utilizing radio and other means was topic of discussion for *Pentagon-Washington* on DuMont Television Network Nov. 25. Program explored air-borne loudspeaker techniques, public address systems and leaflets, all designed to encourage surrender of enemy forces.

SIX YEARS OF
LEADERSHIP IN CINCINNATI
→ *See Centerspread This Issue* ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
WCKY CINCINNATI

programs promotion premiums

AUTO LISTENING

WOAI San Antonio, sending trade and advertisers promotion piece calling their attention to large number of auto radios "being neglected" in station's area. Piece headed "In Bexar County . . . 72,-222 radio are tired . . . of being neglected!" Promotion gives facts and figures on auto sets in use and how they are rated.

FARM INTERVIEWS

WIBW Topeka broadcast recorded interviews with agriculture leaders, exhibitors and guests at International Livestock Exposition, held in Chicago. WIBW Farm Director Wes Seyler, and Engineer Dale Wing, flew to Chicago to record events at festivities.

COVERAGE MAPS

JOHN BLAIR & Co., N. Y., has released first in series of combination availibility-coverage maps for each radio station they represent. Sheet maps are printed in blue on gray stock and are specifically designed to meet the requirements of both the salesman and agency timebuyer. Availability data is printed in black and appears at side of map. The new maps are the first of several projects planned by representative firm to promote spot radio.

SHOW PAYS OFF

WTOR Torrington, Conn., presented winter sports enthusiasts airtime three years ago when it started broadcasts of *Along the Ski Trail With Frank Ellis*. Highlights of the evening-time programs were the snow reports, phoned in just before broadcast-time from major skiing areas, taped, and played to the radio audience. Emcee Ellis, an ardent skier when he's not before a microphone, got such a listener response that this year he also is starting his own Snow Service Bureau, in which anyone can dial the telephone number and get a firsthand telephone report on snow conditions anywhere in the state. He'll remain on the air, however, to interview ski celebrities—and give weather reports—with his program carried by WTHT Hartford and sponsored by *The Hartford Times*.

BIG RESPONSE

KING-TV Seattle reports splendid audience response to it announcement on morning public service program, *Community Workshop*. Brief audio-only announcement at 11:30 a.m. sign-on time offered copy of booklet, "How to Wrap Christmas Packages." Immediate response was over 1,000 pieces of mail.

FLOOD AID

WERI Westerly, R. I., *Blue Waves*, hour long Italian program, featuring Margaret and Attillio Russo, broadcast appeal for victims of recent Po River Valley flood in Italy. Show was directed toward large Italo-American population in area. Station reports that listeners telephoned their pledges to WERI following broadcast.

RADIO PROVES IT

WTMJ Milwaukee recently ran ad in *Milwaukee Journal* entitled "Radio is still as new as each day and WTMJ proves it." Piece explains that radio brings brand new entertainment every day along with name performers. Last line in piece reads "Radio is thrillingly new every day . . . via WTMJ."

'ON THE RISE'

MUTUAL BROADCASTING SYSTEM, N. Y., is distributing to trade and advertisers blotter-cards featuring their "Mister Plus." Card also contains two-verse jingle pointing up audience gain through out network.

'IN GOOD COMPANY'

KMO Tacoma's newest mailing piece proclaims station to have not only "the vigor of youth . . . but the wisdom of age." Six top station executives are pictured with radio experience of over 100 years. Back page reminder is that KMO "Sells, Tells, Covers, Pulls."

BIG TOWN

WMCA New York has started *Inside New York*, Wed. 9:30-10 p.m., weekly dramatizations of health and welfare problems in New York City. Show produced in cooperation with Federation of Jewish Philanthropies.

TIP TOP PROMOTION

IN THE heaviest promotion campaign in the station's history, WMAQ (NBC) Chicago has spotted 174 billboards throughout city and north shore area plugging various network and local features. Sales Promotion and Advertising Manager John M. Keys claims billboards alone will garner 80 million impressions during November and December. Caricature-billboards in color are supplemented by 1,400 on-air plugs monthly, ranging from 5 to 20 seconds in length, and by 80,000 lines of newspaper space in four Chicago dailies and in 56 other papers throughout WMAQ listening area, Illinois, Wisconsin, Indiana and Michigan. Although part of money came from the network on a cooperative basis, most of funds are from local promotion budget. Station is also using a mechanical exhibit on second floor of its Merchandise Mart headquarters, past which an estimated 20,000 persons walk daily.

SCRAWNY BULL

WKY-AM-TV Oklahoma City sponsored "1951 Scrub Bull Contest" in connection with Southwest Livestock Clinic. The exhibitor showing the "scrawniest, scrubbiest, most slick-sided, knock-need (or bowlegged), and pintailed bull in the southwest," won prizes of $100 in cash, a trophy, and purebred bull in exchange for scrawny champion scrub bull. Purpose of contest was to encourage use of good bulls by showing up bad features and economic disadvantages of scrub bulls. WKY-TV originated direct telecast from Livestock Coliseum when judging took place.

CLOTHING APPEAL

WOV New York, bilingual station, and LAI Italian Air Lines combined efforts to make a cozier Christmas for more than 2,000 maimed war orphans of Italy. Lucio Basco of WOV's Rome studios made appeal for used clothing in daily taped program, *Small Talk*. LAI Italian Air Lines offered to fly mercy gifts from New York to Rome free of charge, and Italian Welfare League offered WOV their facilities as depot.

BALTIMORE SYMPHONY

WAAM (TV) Baltimore televised opening of Baltimore Symphony Orchestra 1951-52 concert season direct from stage of Lyric Theatre last week. WAAM remote unit handled telecast, covering with two cameras on stage and one in balcony, with Paul Kane directing camera pickup. Arrangements for special telecast were made with Reginald Stewart, conductor of symphony.

PLENTY OF RADIO

WKBN Youngstown, Ohio, sending out folder, "Straight facts—not 'claims' about radio advertising in Youngstown." Folder shows high percentage of Hooperated programs carried by station. Insert reminder points out "Youngstown is not a TV town."

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

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23 years of service to the broadcasting industry

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5 MIN. SHOWS TRANSCRIBED
For particulars
Charles Michelson inc.
15 WEST 47th ST. NEW YORK 19

FCC actions

NOVEMBER 23 THROUGH NOVEMBER 29

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization	**CG-conditional grant**	

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 23 Decisions . . .

BY COMMISSION EN BANC

E. D. Rivers Sr., E. D. Rivers Jr. and James S. Rivers—On petition removed from hearing docket and granted applications (1) for assignment of license of KWEM West Memphis, Ark., from West Memphis Bcstg. Corp. to KWEM Inc.; (2) for consent to acquisition of control of Teletronics Inc., licensee of WACL Waycross, Ga., by James S. Rivers; and (3) for transfer of control of Sun Coast Bcstg. Corp., licensee of WMIE Miami, Fla., from Arthur B. McBride to E. D. Rivers Sr. (Comr. Jones dissented). (See FCC ROUNDUP, pg. 103.)

License Renewal

Following stations granted renewal of licenses for regular period:

KTRH-FM Houston, Tex.; KVCI Chico, Calif.; KXOA-FM Sacramento; KYBS Dallas; WBOW-FM Terre Haute, Ind.; WCBS-FM New York; WCED-FM DuBois, Pa.; WCLT-FM Newark, Ohio; WCNB-FM Connersville, Ind.; WDXY Spartanburg, S. C.; WELL-FM Battle Creek, Mich.; WFDR (FM) New York; WFIL-FM Philadelphia; WFIN-FM Findlay, Ohio; WFJS Freeport, Ill.; WFMA Rocky Mount, N. C.; WFMJ-FM Youngstown, Ohio; WGNC-FM Gastonia, N. C.; WHBL-FM Sheboygan, Wis.; WHTN-FM Huntington, W. Va.; WKST-FM New Castle, Pa.; WLBJ-FM Bowling Green, Ky.; WLET-FM Toccoa, Ga.; WMAQ-FM Chicago; WMGW-FM Meadville, Pa.; WNBF-FM Binghamton, N. Y.; WNOW-FM York, Pa.; WPPA-FM Pottsville, Pa.; WQDI-FM Quincy, Ill.; WRAK-FM Williamsport, Pa.; WRAL-FM Raleigh; WREV-FM Reidsville, N. C.; WRFS-FM Alexander City, Ala.; WRNL-FM Richmond, Va.; WRR-FM Dallas; WSOY-FM Decatur, Ill.; WSRK Shelbyville, Ind.; WTJS-FM Jackson, Tenn.; WTMV-FM E. St. Louis, Ill.; WTRC-FM Elkhart, Ind.; WTRF-FM Bellaire, Ohio; WTRI Troy, N. Y.; WTSP-FM St. Petersburg, Fla.; WXYZ-FM Detroit, Mich.; WKAT Miami Beach, Fla.; KPUG Bellingham, Wash.; WRIA Caguas, Puerto Rico; KHJ-FM Hollywood, Calif.; KLX-FM Oakland, Calif.; WJPG-FM Green Bay, Wis.; KBEE Modesto, Calif.; KDTH-FM Dubuque; KFH-FM Wichita, Kans.; KFMY Ft. Dodge, Iowa; KOIN-FM Portland, Ore.; WATG-FM Ashland, Ohio; WBAP-FM Fort Worth, Texas; WLDS-FM Jacksonville, Ill.

Temporary Renewals

Following stations granted renewal of licenses on temporary basis for the period ending March 1:

KDKA Pittsburgh, Pa.; KEX Portland, Ore.; KYW Philadelphia; WBZ Boston; WBZA Springfield, Mass.; WGY Schenectady; WOWO Ft. Wayne, Ind.; KARM-FM Fresno, Calif.; KERN-FM Bakersfield, Calif.; KLZ-FM Denver, Colo.; KOKX-FM Keokuk, Iowa; WDEM-FM Providence, R. I.; WFMN Alpine, N. J.; WICA-FM Ashtabula, Ohio; WIMS Michigan City, Ind.; WEAU-FM Eau Claire, Wis.; KFMV Hollywood, Calif.; WKFM (formerly WCBT-FM) Roanoke Rapids, N. C.; WNDR-FM Syracuse, N. Y.; WRJN-FM Racine, Wis.; WSMB-FM New Orleans; WBKB Chicago; WABD New York; KPIX San Francisco.

(Commissioners Jones and Sterling voted to grant the following stations renewal of licenses on a regular basis, but they were extended on a temporary basis to March 1.)

KBON-FM Omaha; KCMO-FM Kansas City, Mo.; KXOK-FM St. Louis; WAJL Flint, Mich.; WGTR Paxton, Mass.; WLYN-FM Lynn, Mass.; WTOA Trenton, N. J.; WEAW Evanston, Ill.; WEHS Chicago; WMMW-FM Meriden, Conn.; KRKD-FM Los Angeles; WLDM Oak Park, Mich.; WKJF Pittsburgh, Pa.; WWDC-FM Washington; WLRD Miami Beach, Fla.

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USES
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Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
For new catalog — write:
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360 N. Michigan Ave., Chicago 1, Ill.

November 23 Applications . . .

ACCEPTED FOR FILING

License for CP

KVBC Farmington, N. M.—License for CP, as mod., new AM station.

WEWO-FM Laurinburg, N. C. — License for CP, authorizing reinstatement of CP, new FM station.

WTOL-FM Toledo, Ohio—License for CP, as mod., new FM station.

License Renewal

Following stations request renewal of license: KMUU Greenville, S. C.; KOSF Nacogdoches, Tex.; WCFV Clifton Forge, Va.; KEYL (TV) San Antonio, Tex.

Applications Returned

Cocoa, Fla.—RETURNED application Cocoa Bcstg. Co. for new AM station, 1050 kc, 250 w, daytime.

WCPM Cumberland, Ky.—RETURNED application for license for CP new AM station.

WPBC Minneapolis, Minn. — RETURNED application for license for change in ant., etc.

November 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WTJH East Point, Ga.—Mod. CP, authorizing power increase from 1 kw daytime to 5 kw daytime, etc., for extension of completion date.

WFAA Dallas, Tex. — Mod. CP, as mod., authorizing change from DA-N to DA-DN, etc., for extension of completion date.

License for CP

KOSY Texarkana, Ark.—License for CP, as mod., new AM station.

WFMC Goldsboro, N. C.—License for CP, as mod., new AM station.

WFMW-FM Madisonville, Ky. — License for CP authorizing changes in FM station.

Modification of License

KAFY Bakersfield, Calif. — Mod. license to change from DA-DN to DA-N.

CP to Replace CP

WGNR-FM New Rochelle, N. Y.—CP to replace CP, as mod., new FM station. (CP expired Nov. 9.)

FM—105.7 mc.

KXEL-FM Waterloo, Iowa — CP to change ERP from 17.5 kw to 10.33 kw, increase ant. height above average terrain from 60 ft. to 487 ft., etc.

Application Returned

KCNA Tucson, Ariz. — RETURNED application for license to cover CP authorizing frequency change, power increase, DA, etc.

November 27 Decisions . . .

BY THE SECRETARY

WNJR-FM Newark, N. J.—Granted mod. CP for extension of completion date to June 7, 1952.

WSYR-TV Syracuse, N. Y.—Granted license TV station.

WFAK Memphis, Tenn.—Granted license new AM station, 1480 kc 1 kw, daytime; cond.

KSIL Silver City, N. M.—Granted extension of time to Jan. 1 in which to carry out assignment of license from A. Carl Dunbar to Southwest New Mexico Bcst. Corp.

Following were granted mod. CP's for extension of completion dates as shown:

KBIG Avalon, Santa Catalina Island, Calif., to June 10, cond.; WSBA York, Pa., to Feb. 11; WJZ-TV New York, to March 31; WTMJ-TV Milwaukee, to June 1; WHEN Syracuse, to June 12.

November 27 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WSAY Rochester, N. Y.—Mod. CP, as mod., authorizing power increase from 1 kw to 5 kw, change from DA-DN to DA-N, etc., for extension of completion date.

WBAP Fort Worth, Tex.—Mod. CP, as mod., authorizing change from DA-N to DA-DN, etc., for extension of completion date.

License for CP

WGAF Valdosta, Ga. — License for CP, as mod., new AM station.

Applications Returned

WLOS Asheville, N. C.—RETURNED application for assignment of license from Skyway Bcstg. Corp. to Skyway Bcstg. Co.

WLCM Lancaster, S. C.—RETURNED application for assignment of CP from Arthur Wilson Davis to himself plus Morgan J. Craig and Milton D. Scarboro.

WJBB Haleyville, Ala.—RETURNED application for renewal of license.

November 28 Decisions . . .

ACTIONS ON MOTIONS

By Comr. E. M. Webster

WELS Kinston, N. C.—Granted petition insofar as it requests dismissal of application for CP and severance of its application for transfer of control from proceeding involving application WFTC Kinston, N. C., and retained on hearing docket; denied petition insofar as it requests dismissal to be without prejudice.

KIRO Seattle, Wash.—Granted petition for continuance of hearing from Dec. 12 to March 12 in Washington, re its application.

By Hearing Examiner James D. Cunningham

KTOE Mankato, Minn.—Granted petition to amend application to request power increase to 5 kw day and to continue with 1 kw DA-N. Application, as amended, removed from hearing docket.

Craven Bcstg. Co., New Bern, N. C.—Granted motion to amend application to include (1) revised partnership agreement, (2) sections V-A and V-B of FCC Form 301 and an engineering affidavit executed 10/19/51, and (3) affidavits of two of partners re financing their project and certain bank correspondence of 11/19/51.

By Hearing Examiner Fanney N. Litvin

WOL Washington — Granted petition for continuance of hearing from Dec. 10 to March 10 in Wasington re application for renewal of license of synchronous amplifier in Silver Spring, Md.

By Hearing Examiner Elizabeth C. Smith

KCNI Broken Bow, Neb. — Granted petition insofar as it requests leave to amend application to request frequency 1280 kc in lieu of 1430 kc and for removal of application, as amended, from hearing docket; dismissed as moot petition insofar as it requests reconsideration and grant without hearing.

By Hearing Examiner Basil P. Cooper

WLIZ Bridgeport, Conn. — Granted petition insofar as it requests continuance of hearing but denied insofar as it requests continuance for indefinite period and hearing was continued from Nov. 27 to Jan. 8 in Washington.

Frequency Bcstg. System, Inc., Shreveport, La. — Granted petition to amend application so as to bring up-to-date proposed balance sheet and to substitute new stock subscriber in lieu of subscriber named in the application; effective date of order was Oct. 29, date on which petition to amend was granted by examiner in open hearing.

By Hearing Examiner J. D. Bond

Winnebago Bcstg. Co., Rockford, Ill.—Granted petition to amend application so as to request full-time operation on 1600 kc with 1 kw DA-DN; application, as amended, removed from hearing docket.

By Hearing Examiner Leo Resnick

KNOX Grand Forks, N. D.—Granted petition for permission to file late appearance in proceeding re application. Granted petition for continuance of hearing, now scheduled for Nov. 30. Hearing continued indefinitely.

BY COMMISSION EN BANC

License Renewal

Following stations granted renewal of license for regular period:

KWOE Clinton, Okla.; KXLW Clayton, Mo.; WINS New York; WTIL Mayaguez, P. R.; KDRO-FM Sedalia, Mo.; WCFM Washington; WISR-FM Butler, Pa.; WJAX-FM Jacksonville, Fla.; WKJG Fort Wayne, Ind.; WGBI-FM Scranton, Pa.; WLWA Cincinnati; WROV-FM Roanoke, Va.; WOL-FM Washington; KFDA-FM Amarillo, Tex.; KGLO-FM Mason City, Iowa; KAYL-FM Storm Lake, Iowa; KTRB-FM Modesto, Calif.; WEOL-FM Elyria, Ohio; WLAG-FM LaGrange, Ga.; WAKE Greenville, S. C.; WALD Walterboro, S. C.; WANS Anderson, S. C.; WCOG Greensboro, N. C.; WDKD Kingstree, S. C.; WEEB Southern Pines, N. C.; WEGO Concord, N. C.; WELP Easley, S. C.; WEWO Laurinburg, N. C.; WFBC Greenville, S. C.; WFLB Fayetteville, N. C.; WGCD Chester, S. C.; WHIP Mooresville, N. C.; WHKY Hickory, N. C.; WJAY Mullins, S. C.; WLAT

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Conway, S. C.; WLOE Leaksville, N. C.; WMAP Monroe, N. C.; WMNC Morganton, N. C.; WMPM Smithfield, N. C.; WMUU Greenville, S. C.; WSAT Salisbury, N. C.; WSKY Asheville, N. C.; WSTP Salisbury, N. C.; WTIK Durham, N. C.; WTND Orangeburg, S. C.; WUSN Charleston, S. C.; KRUN Ballinger, Texas; KTAN Sherman, Texas; WCRA Effingham, Ill.; WHHH Warren, Ohio; WNVA Norton, Va.; WRNO Orangeburg, S. C.; WVAM Altoona, Pa.; WINK Fort Myers, Fla.; WABB-FM Mobile; WJJD Chicago; WCAO-FM Baltimore; WSAV-FM Savannah, Ga.; WJMW Athens, Ala.; WWNY-FM Watertown, N. Y.; WVCV Cherry Valley Township, N. Y.; KFMB-TV San Diego, Calif.

Licenses for following stations extended on temporary basis for period ending Mar. 1, 1952:

KJBS San Francisco; KSAN San Francisco; KVSM San Mateo, Calif.; WBNX New York; WGPA Bethlehem, Pa.; WMEX Boston; WRIB Providence; KRKL Kirkland, Wash.; WELS Kinston, N. C.; WKOW Madison, Wis.; WWWW Rio Piedras, P. R.; WMGM-AM-FM New York; KFXD-FM Nampa, Ida.; WKRC-FM Cincinnati; WMOR Chicago; WPLH-FM Huntington, W. Va.; WAVU-FM Albertville, Ala.; WCTW New Castle, Ind.; WGCM-FM Gulfport, Miss.; WIMA-FM Lima, Ohio; WMRI-FM Marion, Ind.; KBTM-FM Jonesboro, Ark.; KMFM Monroe, La.; WJW-FM Cleveland; WFMF Chicago; WGHF New York; KWEM West Memphis, Ark.; WBBB-FM Burlington, N. C.; WLYC-FM Williamsport, Pa.; WBML-FM Macon, Ga.; KCSJ Pueblo, Col.; KSVS Richfield, Utah; KTHS Hot Springs, Ark.; KTXC Big Spring, Texas; KXLA Pasadena, Calif.; WJVA South Bend, Ind.; WOL (synch. amp. only) Washington; WOW Omaha; KBMW Breckenridge, Minn.; KBOK Waterloo, Iowa; KBUC Corona, Calif.; KBYR Anchorage, Alaska; KHBR Hillsboro, Tex.; KHIT Lampasas, Tex.; KIND Independence, Kan.; KLPR Oklahoma City; KVVC Ventura, Calif.; KXA Seattle; WACR Columbus, Miss.; WIBG Philadelphia; WLOI LaPorte, Ind.; WMUS Muskegon, Mich.; WREX Duluth; WRJM Newport, R. I.; WRJN Racine, Wis.; KREO Indio, Calif.; KPRO Riverside, Calif.; KYOR Blythe, Calif.; WSYB Rutland, Vt.; WIAM Williamston, N. C.; KALA Sitka, Alaska; WCAC Anderson, S. C.; WRGB Schenectady; KMUS-FM Muskogee, Okla.; WLOA Braddock, Pa.; WANN Annapolis, Md.; WWPB-FM Miami, Fla.

(Comrs. Jones and Sterling voted for regular renewals for stations KFXD-FM Nampa, Idaho; WKRC-FM Cincinnati; WMOR Chicago; WPLH-FM Huntington, W. Va.; WFMF Chicago, and WGHF New York, listed in foregoing.)

November 28 Applications . . .

ACCEPTED FOR FILING

License for CP

KCNA Tucson, Ariz.—License for CP, as mod., authorizing frequency change, power increase, DA, etc.

WFNC Fayetteville, N. C.—License for CP, as mod., authorizing frequency change, power increase, DA-N, etc.

WLCM Lancaster, S. C.—License for CP, as mod., new AM station.

License Renewals

KOTV (TV) Tulsa, Okla.—Renewal of license.

WKRC-TV Cincinnati, Ohio—Renewal of license.

TV—Ch. 5

KSL-TV Salt Lake City—Amended application to change ERP from 18.4 kw vis., 9.2 kw aur., to 2.5 watts vis. and 1.25 watts aur.

TV—Ch. 6

WTVR (TV) Richmond, Va.—Amended application to change ERP from 2.04 kw vis., 1.02 kw aur., to 2.3 kw vis. and 1.15 kw aur.

Application Dismissed

KUMO Columbia, Mo.—DISMISSED application for mod. CP, as mod., new AM station, to change from DA-DN to non-directional, change location from Boone County, Mo., to Columbia, Mo., etc.

(Continued on page 103)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 20¢ per word—*$2.00 minimum* ● Help Wanted, 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* ● Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Wanted: Station manager with successful record in trading area 20,000 to 50,000. We want a man with a good job who wants a better one plus chance to make some real money. $5,200.00 guaranteed. Percentage of profits that will make $15,000 to $20,000 an easy possibility for right man. Station located in Chesapeak Bay country. Box 622L, BROADCASTING.

Sales manager with strong selling background, small station experience, ideas, enthusiasm and persistence. One station, 90,000 population, New England. $100 salary plus. Friendly staff, likeable community, permanent. Box 633L, BROADCASTING.

Salesman

Salesman-announcer for southern network station. Must have experience in sales. Car necessary. Only station. Established accounts. $50 per week plus 15% commission. Send complete details. $600 per month possible. Box 472L, BROADCASTING.

Serious minded salesman who knows radio. Good opportunity for wide awake man in single station market. One thousand w daytime, independent, southern New England. Send picture, background, experience. Employees know of this ad. Box 591L, BROADCASTING.

Salesman, experienced, must know that you can close contracts and want to make $10,000 per year on straight 15%, will carry at $65 per week until up there, network station, heavy sports, isolated 300,000 market, midwest, family man early thirties without war duty fears. Box 621L, BROADCASTING.

Wanted combination salesman - announcer Illinois station dominant in primary market (BMB) of 400,000 population wants good morning announcer and afternoon salesman. Salary and liberal commission. Start approximately $75 per week and could earn $125. Car needed. Experience, hard work and confidence wanted. No high pressure or drifters. Emphasis on selling. Send full particulars in first letter and photograph if possible. Box 648L, BROADCASTING.

Excellent opening experienced small market salesman. Guarantee, draw and bonus for out-of-town business. Can assign accounts for service. Good living conditions. Call KBRS, Springdale, Arkansas.

Excellent opportunity for experienced, aggressive radio salesman with ideas and knowhow aged 30 to 45. Top market in east Texas, city 45,000, market 135,000, MBS, established 20 years. An opportunity to make real money and advance. No hot-shots. Need man who knows radio and realizes value of account servicing. KGKB, Tyler, Texas.

Wanted, salesman. If you would like to work with a most congenial staff for more money than you are making now, at a station that does not have to be sold to advertisers on every contact, phone or write John Conwell, KNCN, Moberly, Mo.

Excellent opportunity for salesman who knows radio and value of account servicing. Salary and commission. Send complete details, air mail. KPOW, Powell, Wyoming.

Salesmen: We have expanded our group of successful services used by radio stations and we can use two single men, familiar with Mid-City programming, to travel by car—one with base near Illinois—the other near Texas or Colorado. You will sell in person and by long distance phone, our successful sales, programming and continuity service and our 7 new continuous script shows. Salary and expense arrangement with opportunity to grow. Write Merchandising Division, National Research Bureau, Inc., NRB Building, Chicago 10, Illinois.

Help Wanted (Cont'd)

Mutual station needs commercial salesman. Apply KVOP, Plainview, Texas.

Announcers

Wanted—announcer with good hard punching commercial voice. Large midwestern market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

Wanted: Four combination announcers-engineers. First phone. Must be good mike men. Rocky mountain region. Permanent. Box 555L, BROADCASTING.

Newscaster, who gathers local, writes with wire news and airs, must have experience, good news voice, minimum two years college, midwest network station, $60 per week starting. Box 619L, BROADCASTING.

Leading north midwest 5 kw network affiliate has immediate opening for ambitious announcer with real personality. Challenging assignment with wide open opportunity for advancement. Send tape and full information. Box 629L, BROADCASTING.

Wanted: Announcer, first class operator. 250 watt independent, upper midwest. All-round versatility desirable. Will pay accordingly. Box 632L, BROADCASTING.

Combination morning personality and staff announcer for NBC affiliate in major northeast market. Prefer homey-like, southern style delivery. Send picture, history and audition disc to Box 638L, BROADCASTING.

Western New York independent looking for experienced announcer. Must be outstanding on news and deejay work. Wages are tops for the right man. Box 642L, BROADCASTING.

Announcer-engineer needed by CBS outlet in the southwest immediately, send complete information to Jim Duncan. KSIL, Silver City, N. Mex.

Need good night man. Prefer experienced personality, but unusual ability can be deciding factor. Copywriting ability desired. Send disc, photo, full information first letter. KGKB, Tyler, Texas.

Wanted: Announcer-engineer. Emphasis on announcing. Good pay with increase to right man. KLIC, Monroe, Louisiana. Phone Dr. Cerniglia, 3-4617. Owner.

Announcer-salesman needed immediately by CBS outlet in southwest. Send full particulars to Jim Duncan, KSIL, Silver City, N. Mex.

Immediate opening experienced announcer. $60-$70 start. Air mail details KTFS, Texarkana, Texas.

Announcer-engineer, $70 to $80 depending on announcing ability. Modern studios, transmitter. Fulltime Mutual. Housing available, car unnecessary. Send details with disc or tape to WCRK, Morristown, Tenn.

WGCM, Gulfport, Mississippi, has opening for experienced announcer.

Morning man—Hard hitting announcer. Only experienced need apply. Prefer man state Wisconsin, near middlewest. Reasonable starting salary, health benefits. Send disc, tape, complete letter program director, WHBY, Appleton, Wisconsin.

WJPD, Ishpeming, Michigan wants announcer. Ability and interest will compensate for lack of experience. Send audition and full details.

Newsman, to gather, write and announce local news. Send tape or disc, photo, background and salary requirements. WSLB, Ogdensburg, N. Y.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Help Wanted (Cont'd)

Announcer-control room operator, we are adding an additional man to our staff. Start at $230 a month with regular schedule of increases. This is a CBS regional station in the Mississippi Valley. Send complete background, references and audition disc to Merritt Milligan, Program Director, WTAD, Quincy, Illinois.

Opportunity announcer-writer with or without experience, want ambitious worker, good voice and education. Send photo, audition details. WYVE, Wytheville, Va.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Wanted: Engineer with first class license. $50 for 40 hours; time and a half for overtime. Car necessary. Northern Wisconsin station. Write Box 561L, BROADCASTING.

Engineer, first phone, combination announcer, salesman, forty hours plus commission. New York network local. Consistent improvement. Immediate opening. Box 571L, BROADCASTING.

Need combination announcer-engineer for Minnesota station. Want man able to work into chief engineer. Good salary. Mail details. Box 624L, BROADCASTING.

Opening available in middlewest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience, send photo first letter. Reply Box 627L, BROADCASTING.

Chief engineer to take complete charge of midwest 5 kw directional. Excellent salary plus bonus. Will file for TV at freeze end. Send full particulars. Only qualified engineers apply. Box 634L, BROADCASTING.

Minnesota network affiliate needs announcer with first class engineer's license. Top salary to right man. Send disc or tape first letter. Box 639L, BROADCASTING.

Wanted: Combination engineer-announcer. Best of working conditions. Located 80 miles east of Yellowstone Park. Good pay. Air mail disc. KPOW, Powell, Wyoming.

First class engineer. No experience necessary. Contact WCOR, Lebanon, Tennessee.

Immediate opening, engineer - announcer. 1 kw upstate New York daytime Radio Station WDLA, Walton, New York.

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Two engineers—wanted for transmitter work, 40 hours, $1.00 per hour. WIEL, Elizabethtown, Kentucky.

Help wanted—First class engineer modern station, new equipment, good working conditions, good pay, experience desirable but not essential. WJWL, Georgetown, Delaware.

Wanted—Engineer with first class license, some announcing. Contact WNVA, Norton, Virginia.

Chief engineer old established one kw non directional AM one kw FM. Excellent working conditions in pleasant community, immediate opening WPAG, Ann Arbor, Michigan.

Radio announcer with 1st class phone license wanted immediately. WPOE, Elizabeth, New Jersey.

Help Wanted (Cont'd)

Chief engineer needed for station with combined operation. Would consider combination man, but not necessary. WPRS, Paris, Illinois.

First class phone transmitter operator. Experience not necessary. WSSV, Petersburg, Virginia.

First phone transmitter operator. WSYB, Rutland, Vermont.

First Class engineer. Immediate opening. Contact James Trewin, Rural Radio Network, WVCV, Cherry Valley, New York.

Engineer, residing in Essex County, New Jersey. Either on fee basis, or flat salary. Must be available on Sunday only. Capable of directing the maintenance and servicing of Western Electric 5 kw and Raytheon 1 kw. Call South Orange 3-1146 after 6:00 P. M.

Radio test technicians and radio test engineers for alignment, test and trouble-shooting of complicated radio equipment. These jobs require thorough theoretical knowledge and extensive experience in practical radio. Pay is excellent (many technicians earn up to $120.00 a week), working conditions are of the finest, opportunities for advancement are good and you'll like the employee benefits. All this plus the opportunity to work in the finest city in the midwest! Write for an interview or send resume of qualifications to B. V. Mayrhauser, The Turner Company, 909 17th St., N. E., Cedar Rapids, Iowa.

Production-Programming, Others

Program director, some air work, preferably musical clock type, good job for dependable man with fresh ideas willing to work hard in Mass. independent. Write full details in confidence. Box 527L, BROADCASTING.

Wanted—Partner to invest in growing AM-FM network affiliated station in Piedmont, North Carolina. Box 569L, BROADCASTING.

Major midwest radio-TV operation with large news staff needs aggressive director-editor. Must have experience. Not looking for broadcaster. Box 608L, BROADCASTING.

Assistant librarian with experience, large market, network station, blanket licenses. $42.50 start, music background. Box 620L, BROADCASTING.

Wanted: Experienced news man, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

Television

Technical

Wanted—TV chief engineer. Man must be able to take over operating station completely. Box 580L, BROADCASTING ● *TELECASTING.*

Live in Beautiful San Diego, nation's most equable climate. Four men needed for TV transmitter and studio work. TV experience not necessary but preferred. Send full background, references, salary requirement, late picture first letter. Thornton Chew, KFMB-TV, San Diego.

Production-Programming, Others

Wanted—TV production chief. No live. Man who can handle all phases of film, slide scheduling, etc. Must be willing dig in, work hard. Right man can have unlimited opportunity. Box 579L, BROADCASTING ● *TELECASTING.*

Situations Wanted

Managerial

Thoroughly experienced manager can make small market pay big dividends or put new station on in black. Want midsouth small market location. Not a "low dollar" man, but sound aggressive manager. Box 600L, BROADCASTING.

Salesmen

Time salesman experienced in 43 markets, desires new position in New York City. Box 614L, BROADCASTING.

Situations Wanted (Cont'd)

Combine sales and programming, bring the two together with an experienced hand. 5 years sales, writing, program management. Box 615L, BROADCASTING.

Attention station owner, if your billing is low! Active sales director, twelve years high sales in very competitive market—strong local record—will go anywhere for high income. Box 617L, BROADCASTING.

Announcers

Experienced announcer. Commercials, news, DJ. Eastern shore. All replies carefully considered. Box 493L, BROADCASTING.

Sports announcer 29, veteran, seven years experience in metropolitan area. Play-by-play basketball, baseball and football. Seek station AM or TV, strong on sports, especially basketball. All offers considered. Excellent references. Box 514L, BROADCASTING.

Announcer, married, family. Desires permanent position northeast. Box 565L, BROADCASTING.

Good staff announcer with solid commercial and news delivery. Three years experience. Now in upper midwest. Married, draft exempt with top references. Box 597L, BROADCASTING.

Experienced announcer. Can operate board. Looking for job with future. Phone collect. Ludlow 9-3239 N.Y.C. after 5 P.M. Veteran. Box 598L, BROADCASTING.

Network play-by-play sportscaster available immediately. One of country's finest basketball, football and baseball announcers. Top money essential. Interested only in metropolitan areas. Box 601L, BROADCASTING.

Combo man—net, independent experience, good voice, capable of chief, best recommendations, married, draft proof, upper midwest only. Box 610L, BROADCASTING.

Announcer-engineer — Four years experience. Tape, references — request. Dependable, all phases including servicing accounts. Box 611L, BROADCASTING.

Experienced, versatile announcer, single, age 22, draft exempt vet. Desires opportunity develop special aptitude news, sports, disc show. Smooth board and team man. Effective delivery. Air check available. Box 612L, BROADCASTING.

Experienced—Announcing, most phases, two; engineering, 3½ years. 26, married, vet, car. Desire further training of good announcing abilities and/or opportunity to become chief engineer. Air check available. Box613L, BROADCASTING.

Are you searching for a staff announcer experienced in news, sports, DJ and control board operation? Presently employed, 27, married, deferred. Seeking permanent affiliation with progressive station. References, resume, disc on request. Box 623L, BROADCASTING.

Proven sales record: On 10 sponsored newscasts weekly, 4 hour personality DJ show. Production spots. Warm, casual delivery. Heavy class "A" staff experience. Congenial worker. Now on $100 plus basis. Seek solid connection. Box 625L, BROADCASTING.

Versatile, conscientious announcer-salesman. Four years experience all phases. Single, 26, draft exempt. Easy going style. Proven disc jockey ability. Tops on race. College and TV background. Looking for metropolitan market with future TV. Excellent references including last station. All inquiries answered. $70 minimum. Available immediately. Box 626L, BROADCASTING or call 3-3588, Savannah, Ga.

Topnotch, draft exempt announcer, newscaster, disc jockey. First phone license. Now working. Desire relocate near NYC. Audition. Box 635L, BROADCASTING.

Experienced announcer. All types of staff work. College of Music, B.U.; NBC announcing course. Family, dependable. Box 636L, BROADCASTING.

Available after two weeks notice. Announcer-program director, 11 years background, heavy voice, currently PD with New York State station. Desire warmer climate. Married, age 32, two children. Box 637L, BROADCASTING.

Experienced announcer desires position with progressive station in N. C.-Va. area. Presently employed. Draft exempt. Box 641L, BROADCASTING.

Situations Wanted (Cont'd)

Morning man on console. Presently employed. Experienced. Direct program schedule, also play-by-play sports. Available trial period. Base pay $70. Forty hours. Box 643L, BROADCASTING.

Announcer, good voice, single, draft exempt, over 5 years all-round experience wants position with progressive midwest station. Available January 1st. Box 645L, BROADCASTING.

Announcer, 5 years staff experience. Presently employed. Best offer accepted. Box 646L, BROADCASTING.

Looking for sports minded station. Experienced play-by-play in football, basketball, baseball, track. Ex newscaster at 50 kw midwest, now handling sports publicity. MS Journalism Northwestern. Tape on request. Box 647L, BROADCASTING.

Announcer, disc jockey. Thoroughly trained. Graduate SRT, Chicago. Disc, photo on request. Harry F. Callson, 3502 S. 55 Ct., Cicero, Ill.

Announcer, continuity writer. Strong dj. Graduate leading radio school. Vet, 21, draft exempt. Single. Free to travel. Johnny Hunt, 3067 49th St., Long Island City 3, New York. Astoria 4-9038.

Announcer-engineer, 1st phone. Draft exempt. Independent network experience. Accent on announcing. Strong news. Have just left 10 kw affiliates. Am available. Will travel. Bill Rogel, 1275 Grant Avenue, New York City, N. Y.

Announcer; eight months experience at independent, want more; willing to work. Tape, photo upon request. Stewart Wickett, 177 Wilbraham Ave., Springfield, Mass.

Technical

First phone, 4¾ years experience. State salary, working conditions first letter. Box 562L, BROADCASTING.

Wanted—Chief engineers job AM-FM-TV. 10 years experience. References. Box 567L, BROADCASTING.

Engineer, twelve years experience, all phases, some college, now at 50 kilowatt, desires chief engineer position. Available on one month notice. Box 590L, BROADCASTING.

Chief engineer 5 kw directional desires change. Young, ambitious, family man. Thoroughly experienced. Desire position with established station with TV plans in city 100,000 or larger. Eight years with present employer. Box 596L, BROADCASTING.

Four years broadcast: control and xmtr duties. Married, 28, first phone. Prefer far west. Now employed city one million. Box 603L, BROADCASTING.

Engineer—experienced, transmitter and control operator, draft exempt, graduate of a leading radio and television school. Will travel anywhere for good opportunity. Single, 27, have car. Box 607L, BROADCASTING.

Engineer, recently released reserve. Experienced short time as chief, have car, graduate of a leading radio-TV school, prefer middle west, will travel for interview. Box 630L, BROADCASTING.

Experienced 1st class engineer, single, draft free, willing to learn announcing. Box 644L, BROADCASTING.

Production-Programming, Others

Children are a good market. Need children's programs that sell? Then I'm your gal. Triple threat with women's programs and station promotion. Young, experienced, likeable college grad. Present employer knows of and approves desire to move to large operation. Prefer midwest or southwest. Box 593L, BROADCASTING.

Newsman, capable, responsible, good news judgment, seeking staff spot or newsroom directorship. 3½ years reporting, rewriting, editing. Former transradio staffer. 27, married, B.A., non - reserve veteran. Box 599L, BROADCASTING.

My copy sells—my programs entertain and sell! Experienced, draft exempt, 29, married. Presently employed. Box 604L, BROADCASTING.

Woman producer, emcee and writer. Seven years experience on Chicago stations. Advertising and package firm experience. Excellent references—Chicago, only. Box 605L, BROADCASTING.

Situations Wanted (Con't)

Program director, announcer, five year background, mature voice, sound ideas. Wants permanency. Box 606L, BROADCASTING.

Attention: Do you need a P.D.-announcer. 6 years experience. Have been P.D. of 250 watter and 1000 kw. Now announcer at one of south's leading 5000 kw NBC. Looking for place to settle and use at least some of my ideas. 26, single, draft exempt. Box 609L, BROADCASTING.

Infanticipating. Need permanent location. 5 years experience sales, programming, exploitation, management. Be a Godfather today. Box 616L, BROADCASTING.

Young woman with network and independent experience in copy and news wants to sell advertising. Has sold newspaper advertising. Available after December 25. Box 649L, BROADCASTING.

Building Christmas accounts? Increasing major account advertising? College graduate writes easy-to-read copy that sells! Excellent voice—will create, deliver women's programs. Eleanor Muser, 122 E. 34th St., New York City.

Television

Managerial

Planning—midwest TV operation? Save time and money by utilizing my experience. All phases of TV-AM operation. Desire to manage and invest. Currently employed in major basic operation. Box 575L, BROADCASTING • *TELECASTING.*

Salesmen

TV salesman; draft exempt, employed; writes commercials, shows; young; family; car; ambitious. Prefer TV, agency, film connection south, west. Box 594L, BROADCASTING • *TELECASTING.*

Production-Programming, Others

Movie cartoon research director who is combined story plotter, re-writer, gagman, sketch artist, desires position in TV, New York. Box 618L, BROADCASTING • *TELECASTING.*

For Sale

Stations

Western coast state. Ideal future market. Priced low. $8750 handles. Good husband and wife operation. Box 628L, BROADCASTING.

For sale—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

Equipment etc.

Truscon H-30, 295 foot tower, 1 kw GE FM transmitter, monitor and limiter, Magnecorder PT6A and PT6R. W. E. arms and reproducers. Collins remote single and double speech input equipment. G. E. program and preamp amplifiers. All used year and half. No reasonable offer refused. Box 419L, BROADCASTING.

For sale: 375 foot 40-ton self supporting Lehigh tower now standing. Stressed to carry FM or TV or both. Complete with A-4 lighting and 8 bay W.E. FM antenna. Priced to sell. Box 602L, BROADCASTING.

New, 220 ft. Stainless tower and used RCA ET-4250 - 250 watt transmitter. $3100 takes both. Box 631L, BROADCASTING.

Dummy load and wattmeter, Bird, model 67, serial 183. Three power scales; 25 watt, 100 watt and 500 watt. Perfect condition. Complete with RG-17/U transmission line and connectors, instruction book and calibration chart. $200.00. Contact Chief Engineer, WFMY-TV, Greensboro, N. C.

1 kilowatt transmitter composite linear standard UTC transformers Collins 40E exciter, 833A final and modulators. Real bargain at $1250.00. Hurry before this one is gone. Contact W. L. Braun, Radio Station WSVA, Harrisonburg, Va.

For sale—General Radio Primary frequency standard. Immediate delivery. Chief Engineer, Kent Engineering Co., 5743 W. North Ave., Chicago. Phone Tuxedo 9-6569.

Wanted to Buy

FM transmitters, monitors, limiting amplifier, studio console. Must be bargain. WJOC, Jamestown, New York.

Miscellaneous

Antenna resistance measurements and antenna coupling circuit adjustments made at reasonable rates. All work guaranteed. Edward Goodberlet Company, 6378 Smiley Ave., St. Louis 9, Missouri.

Help Wanted

Salesmen

SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No traveling. Experience in broadcast transmitters or audio equipment essential. Engineering degree desired but equivalent experience may be substituted.
Give full details, including age, education, experience and salary desired.

BOX 651L, BROADCASTING

Announcers

KTSW-Mutual affiliate - EMPORIA, Kansas
WANTS GOOD EXPERIENCED ANNOUNCER
to assume responsible position
all replies kept confidential. Immediate opening.

Situations Wanted

Announcers

HILLBILLY MAIL-PULL SPECIALIST

20 years nation's top stations. Deejay, MC, musician and song writer. Pulled 2,848 strawberry plant orders, sold 24,975 baby chicks in two weeks. Let him SELL for you. Consider only topnotch P.I. station operation. Get the FULL story—wire, write Box 592L, BROADCASTING.

For Sale

Equipment, Etc.

FM EQUIPMENT FOR SALE

- Federal 8-bay square loop antenna
- REL model 518-DL-1 kw. transmitter and modulator.
- REL model 520-DL-10 kw quadriline amplifier.
- Doolittle model FD-11 frequency and modulation monitors.
- Composite high - voltage power supply.

Write Fred M. Andrews, Chief Engr.

WROL
Knoxville, Tennessee

FOR SALE

Tubes: 889R—891R—892R

$195.00 each

We have a large stock of special purpose tubes available.

Compass Communications Co.
393 Greenwich St., New York 13, N.Y.

(Continued on next page)

Wanted to Buy (Cont'd)

Stations

TV . . .

TAXES . . .

RISK . . .

May encourage you to disperse of half or more of your radio operation.

If you are a CBS or NBC Affiliate, your reply to this ad placed by principals will be treated in the fullest confidence.

Box 650L, BROADCASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE
Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.
HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

Schools

JOBS IN RADIO!
Become an announcer, writer, producer or sales manager.
Nearly fifty jobs now available for trained personnel. Write for information about professional accelerated and correspondence courses.
National Academy of Broadcasting, Inc.
3338 16th St., N.W., Wash., D. C.

NBS GRADUATES are in DEMAND

NBS has more requests for trained radio help than it can fill! Jobs are waiting *right now* for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

100% Placement of Combination Men Housing Arranged

Write Today for Details

NORTHWEST BROADCASTING SCHOOL

"One of the Nation's Great Radio-TV Schools"

531 S. W. 12th Ave., Portland 5, Ore.

NINE of the home basketball games scheduled by Army and Navy teams will be telecast over CBS-TV, Saturdays at 2 p.m., beginning with Navy-U. of Virginia game to be played at Annapolis Dec. 8. As yet games are not sponsored but are being offered for sale, network spokesman said.

NEED AN ENGINEER?

- need an engineer
- looking for a job
- equipment for sale
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted, 20¢ per word ($2.00 minimum)
Help wanted, 25¢ per word ($2.00 minimum)
All other classifications 30¢ per word ($4.00 minimum)
Display ads, $15.00 per inch

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

KTUL APPEAL
Helps Homeless Family

APPEALS on two newscasts by KTUL Tulsa were enough to bolster a family of 11 children and their parents left homeless and destitute by an early morning fire.

Station reports that Newscaster Ed Neibling aired the first appeal on KTUL's 10 p.m. news show on the night following the fire and another plea was made 7 a.m. the next morning on News Chief Jack Morris' show. Reaction was swift. KTUL borrowed a truck and collected contributions of bedding furniture, clothing and food. More than 50 pick-ups were made. Many Tulsans brought clothing and money directly to the studios.

Two days after the fire, KTUL notes, the station was instrumental in locating a temporary home for Mr. and Mrs. Bert Goodman and their children; had delivered enough furniture and other essentials to furnish a five-room house. The family also was provided with a generous supply of groceries and nearly $100 in cash.

KTUL staffers load truck as contributions to station appeal mount.

WBA MEMBERSHIP
Sets Up Associates Status

ASSOCIATE membership in the Wisconsin Broadcasters Assn. is now open to transcription companies, news service, networks, equipment firms, broadcast trade papers and other radio-TV allied organizations.

Action has been taken by the WBA's board of directors in establishing an associate non-voting classification. Annual dues for associate members was set at $25 by the board. Applications for membership can be forwarded to WBA's treasurer, Mrs. Jeanne Heal, WTCH Shawano, Wis.

MORE than 80 agricultural leaders and workers from Pennsylvania, Ohio and West Virginia area took part in the 10th Annual KDKA Pittsburgh Farm Radio Conference. It was held in the Grant Bldg.

Blood Drive Cited

CBS Radio's 15-hour blood pledge marathon Nov. 15—led by Arthur Godfrey—was credited by Acting Secretary of Defense William G. Foster with bringing about "tremendous collections for the Armed Forces blood donor program." Mr. Foster sent a congratulatory telegram to Stuart Novins, CBS Radio associate director of public affairs. Drive—in which all the network's radio affiliates and program sponsors cooperated—will produce an estimated 300,000 one-pint pledges, or equivalent of a month's collection, CBS spokesman said.

Quick KQV Thinking

KQV Pittsburgh has discovered there can be dollars in call letters. When the advance promotion for MGM's "Quo Vadis," technicolor movie extravaganzas, hit Pittsburgh, KQV's sales department got together with Charles Elder, manager of the local Loew's Penn, theatre which premiered the film in the Steel City. They came up with a contract for 250 station breaks, saying: "KQV Pittsburgh. We suggest you see Q V . . . 'Quo Vadis,' at the Loew's Penn."

New England

$75,000.00

A well established fulltime network station with a consistent volume of business that has always produced a good return for the non-active owner. Located in one of New England's best markets this facility also has an interesting TV potential. Liberal financing arranged.

Rocky Mountain

$50,000.00

A fulltime independent located in one of the very attractive smaller and isolated markets in the Rocky Mountain area. This station is showing a modest profit under absentee ownership. Well equipped and valuable real estate, including an apartment will be delivered at this price.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

FCC Actions

(Continued from page 99)

November 29 Decisions . . .

BY COMMISSION EN BANC

Granted License Renewal

WSSB Durham, N. C.—Granted renewal of license for regular period.

Extend Authority

WIBK Knoxville, Tenn.—Granted extension of temporary authority to Feb. 1 or until 30 days after entry of decision by U. S. Court of Appeals for D. C. on pending petitions of FCC and applicant, whichever date is sooner.

November 29 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KPOO San Francisco—Mod. CP, as mod., new AM station, for extension of completion date.

KLIX Twin Falls, Idaho—Mod. CP, as mod., authorizing frequency change, power increase, DA-DN, etc., for extension of completion date.

WKBZ Muskegon, Mich.—Mod. CP, authorizing power increase, ant. changes, etc., for extension of completion date.

WRJW Picayune, Miss.—Mod. CP, as mod., authorizing power increase, ant. changes, etc., for extension of completion date.

WEDK (FM) Springfield, Mass.—Mod. CP, new non-commercial educational FM station, for extension of completion date.

License for CP

WCMC Wildwood, N. J.—License for CP, new AM station.

WBOW-FM Terre Haute, Ind. — License for CP, authorizing changes in FM station.

CP for CP

WRCM New Orleans, La.—CP to replace CP which expired Aug. 27.

To Amend CP

WKSR Pulaski, Tenn.—Amended CP to change name from Pulaski Bcstg. Co. to Richland Bcstg. Co. (CP authorizes change from 730 kc to 1420 kc, increase power from 250 w to 1 kw fulltime, DA-N, etc.)

Application Dismissed

KVOB Alexandria, La.—DISMISSED application for assignment of license from Central Louisiana Bcstg. Corp. to Dudley J. LeBlanc through sale of 70% interest for $58,000.

TENDERED FOR FILING

AM—1070 kc

WAPI Birmingham, Ala.—CP to increase power from 5 kw D to 10 kw D, etc.

Tranum, Markey Named

TED BALDWIN INC., New York public relations firm, last week announced appointment of two new vice presidents in connection with the company's expansion into the television field—including live and film television production and sales, film syndication, and talent representation. Charles B. Tranum, with the DuMont TV Network for the past six years, will act as executive producer on live and film production, and talent administrator. John R. Markey, formerly with NBC Hollywood in an executive capacity and more recently author of a survey on television for David O. Selznick, will be director of sales. Firm will continue to function as a separate unit in the public relations field.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH NOVEMBER 29

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,309	2,289	129		301	107
FM Stations	639	553	89	*1	11	2
TV Stations	108	91	17		458	171

* On the air.

* * *

CALL ASSIGNMENTS: KWSL Lake Charles, La. (KWSL Inc., 1400 kc 250 w fulltime); WEYE Sanford, N. C. (Waldo W. Primm, 1290 kc 1 kw daytime); WSLM Salem, Ind. (Don H. Martin, 1220 kc 250 w daytime); WNCA Silver City, N. C. (Chatham Bcstg. Co., 1570 kc 1 kw daytime); KVOZ Laredo, Tex. (Uvalde Bcstrs., 1490 kc 250 w fulltime); WRAP Norfolk, Va. (Rollins Bcstg. Inc., 1050 kc 500 w daytime); WCLC Flint, Mich. (Adelaide Lillian Carrell, 1470 kc 1 kw fulltime DA-1); KCAR Clarksville, Tex. (Texo Bcstg. Co., 1350 kc 500 w daytime); WOOK Washington (changed from WINX); WINX Silver Spring (changed from WOOK); KGW-FM Portland, Ore. (Pioneer Bcstrs. Inc.); WILD Birmingham, Ala. (changed from WTNB effective Jan. 16); WVKO Columbus, Ohio (changed from WRLY); WVKO-FM Columbus, Ohio (changed from WVKO); WHIL Medford, Mass. (changed from WIBL); WIFM Elkin, N. C. (changed from WELK); WIFM-FM Elkin, N. C. (changed from WIFM), and KSWI-FM Council Bluffs, Iowa (changed from KFMX).

* * *

Docket Actions . . .

FINAL DECISION

Sacramento, Calif. — Capitol Radio Enterprises. FCC issued decision affirming hearing examiner's recommendation for grant of new AM station on 1380 kc, 1 kw, daytime, DA; conditions. Decision Nov. 23.

ORDERS

Wausau, Wis.—John R. Tomek. FCC by order granted motion filed by Mr. Tomek requesting dismissal of his application for new AM station, 1230 kc, 250 w, fulltime. (Mr. Tomek is president and majority stockholder in firm applying for purchase of WSAU Wausau from the *Milwaukee Journal.*) Order Nov. 23.

E. D. Rivers Jr. (for purchase of KWEM West Memphis, Ark.), James Rivers (for purchase of WACL Waycross, Ga.) and E. D. Rivers Sr. (for purchase of WMIE Miami, Fla.)—FCC granted Messrs. Rivers' applications to buy interest in or control of aforementioned stations individually since no common ownership exists between these persons. FCC found there is no broadcasting, business, property or other bond among the Rivers [B•T, Nov. 26]. Order Nov. 27.

OPINIONS AND ORDERS

KMPC Los Angeles, WJR Detroit, WGAR Cleveland, Frances S. Richards—FCC issued memorandum opinion and order granting renewal for regular period of licenses of KMPC WJR and WGAR; granted consent to involuntary transfer of control KMPC, WJR and WGAR to Frances S. Richards, executrix of estate of G. A. Richards, deceased; denied petition to set aside initial decision filed by Chief, Broadcast Bureau and FCC General Counsel; granted counter-petition filed by applicants insofar as it requests immediate grant of renewal applications; dismissed as moot certain exceptions of Chief, Broadcast Bureau and FCC General Counsel and motion to strike exceptions filed by applicants. (Comrs. Coy and Hennock concurred in separate opinion; Comr. Walker issued dissenting opinion.) Order Nov. 28 (see story this issue).

WDSU New Orleans, La. — WDSU Bcstg. Corp. FCC granted application for renewal of license for regular period [CLOSED CIRCUIT, Nov. 26, 19]. (Comr. Jones dissented to decision but concurred in grant.) Decision Nov. 26.

INITIAL DECISIONS

Dallas, Tex. — Lakewood Bcstg. Co. Hearing Examiner Fanney N. Litvin issued initial decision looking toward grant of new AM station on 1480 kc, 1 kw, day, 500 w night, fulltime; conditions. Decision Nov. 27.

Reading, Pa.—Radio Reading. Hearing Examiner Basil P. Cooper issued initial decision looking toward denial of application for new AM station on 1510 kc, 1 kw, DA, fulltime. Decision Nov. 29.

Non-Docket Actions . . .

TRANSFER GRANTS

KBMX Coalinga, Calif.—Granted consent to assignment of license from Rea B. Bowman and Benjamin Bowman, d/b as Pleasant Valley Bcstg. Co., to John H. Thatcher for $22,000. Mr. Thatcher is chief electrician for Paragon Plywood Corp., Cresent City, Calif., and formerly was chief engineer for KSEM Moses Lake, Wash., KPUG Bellingham, Wash., KBIO Burley, Idaho, and KAVR Havre, Mont.; he owned 25% common stock KSEM and $8,000 worth preferred stock KPUG. Granted Nov. 23.

WJMW Athens, Ala.—Granted consent to transfer of control Athens Bcstg. Co., licensee, from Wilson T. White, former partner, by three remaining partners Homer F., Lawson E. and Robert V. Dunnavant, for undisclosed consideration. Before transfer Mr. White and each of the Dunnavants held 16.17% interest; after transfer Homer F. and Lawson E. Dunnavant hold 20.83% interest, and Robert V. Dunnavant continues to hold 16.67%. Granted Nov. 23.

KWEM West Memphis, Ark.—Granted consent to assignment of license from West Memphis Bcstg. Corp. to KWEM Inc. for $73,468.01. Principals in transferee are President E. D. Rivers Jr. (99.99%), licensee of WEAS Decatur, Ga., WJIV Savannah, Ga., applicant to buy WGOV Valdosta, Ga., and applicant for new TV station in Atlanta; Vice President William H. Kellar (0.01%), engineer, and Secretary-Treasurer H. E. Ulmer, CPA. Granted Nov. 27 [B•T, Nov. 26, Oct. 8, Sept. 17].

WACL Waycross, Ga.—Granted consent to transfer of control Telectronics Inc, licensee, from Mrs. Virginia Price Bowen to James S. Rivers, present owner of 247 shares, through transfer of four shares, consideration consisting of release from obligations. Granted Nov. 27 [B•T, Nov. 26, Oct. 8, Sept. 17].

WMIE Miami, Fla.—Granted consent to transfer of control Sun Coast Bcstg. Co., licensee, from Arthur B. McBride and Daniel Sherby to E. D. Rivers Sr., owner WGOV Valdosta, Ga., part owner WOBS Jacksonville, Fla. Mr. Rivers buys 1541 shares for $1 per share and purchases $227,500 worth of demand notes from sellers for $218,459 [B•T, July 9]. Granted Nov. 27 [B•T, Nov. 26, Oct. 8, Sept. 17].

KMPC Los Angeles, WJR Detroit and WGAR Cleveland—Granted consent to involuntary transfer of control to Frances S. Richards, executrix of estate of G. A. Richards, deceased. No monetary consideration. Granted Nov. 28 (see story this issue).

New Applications . . .

AM APPLICATIONS

Knoxville, Tenn.—Knoxville Ra-Tel Inc., 860 kc, 1 kw, daytime; estimated construction cost $10,000, estimated first year operating cost $48,000, estimated first year revenue $60,000. Stockholders include President Roy S. Carr (31%), Savannah, Ga., city treasurer and director Chatham Savings & Loan Assn., Vice President Mrs. Roy S. Carr (30%), Vice President Thomas W. Gamble (34%), owner "The Review Co." (office supply and printing), Savannah, and Secretary-Treasurer Ben Akerman (5%), chief engineer WGST Atlanta and a consulting engineer. Filed Nov. 27.

Raleigh, N. C.—Merchants & Farmers Station, 1440 kc, 500 w, daytime; estimated construction cost $14,275, estimated first year operating cost $24,000, estimated first year revenue $36,000. Applicant is B. H. Ingle Sr., former 50% stockholder of WFVG Fuquay Springs, N. C., and new owner of B. H. Ingle & Sons (roofing and sheet metal fabricators). Filed Nov. 29.

Lafayette, Calif.—Arthur Westlund, 1340 kc, 250 w, fulltime; estimated construction cost $14,629.20, estimated first year operating cost $30,000, estimated first year revenue $32,000. Applicant is manager of KRE Berkeley, Calif., and owns Royal Recording Co., Berkeley. Filed Nov. 28.

Meyersdale, Pa.—WJAC Inc., 560 kc, 500 w, daytime; estimated construction cost $39,750, estimated first year operating cost $39,860, estimated first year revenue, $42,000. Applicant is licensee of WJAC-AM-FM Johnstown, Pa. Filed Nov. 28.

Covington, La.—A. R. Blossman Inc., 900 kc, 1 kw, daytime; estimated construction cost $16,275, estimated first year operating cost $24,000, estimated first year revenue $36,000. Stockholders in applicant corporation include A. R., E. W., D. C. Blossman, R. S. Blossman Sr. and Jr., and D. Hollander, all officers or employes of A. R. Blossman Inc., Covington (home appliances, fuel distributor). Filed Nov. 28.

TV APPLICATIONS

Rochester, Minn. — Southern Minn. Bcstg. Co., Ch. 10, ERP 20 kw visual, 10.1 kw aural, antenna height above average terrain 597 ft.; estimated construction cost $181,742.15, estimated first year operating cost $100,000, estimated first year revenue $120,000. Applicant is licensee of KROC Rochester. Filed Nov. 27.

Minneapolis, Minn. — Family Bcstg. Corp., Ch. 9, ERP 68 kw visual, 34 kw aural, antenna height above average terrain 454 ft.; estimated construction cost $280,700, estimated first year operating cost $480,000, estimated first year revenue $600,000. Applicant is licensee of KEYD Minneapolis. Filed Nov. 27.

Paducah, Ky.—Paducah Newspapers Inc., Ch. 6, ERP 10.8 kw visual, 5.4 kw aural, antenna height above average terrain 373 ft.; estimated construction cost $171,150, estimated first year operating cost $90,000, estimated first year revenue $80,000. Applicant is licensee of WKYB-AM-FM Paducah and has 25% interest in WFRX West Frankfort, Ill. Filed Nov. 28.

Odessa, Tex. — Ector County Bcstg.

(Continued on page 104)

SIX YEARS OF LEADERSHIP IN CINCINNATI

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

FCC Roundup

(Continued from page 103)

Co., Ch. 7, ERP 2.25 kw visual, 1.125 kw aural, antenna height above avgrage terrain 360 ft.; estimated construction cost $137,047, estimated first year operating cost $55,002, estimated first year revenue $67,460. Applicant is licensee of KECK Odessa. Filed Nov. 29.

Springfield, Mo.—Springfield Television Inc., Ch. 3, ERP 60.7 kw visual, 30.35 kw aural, antenna height above average terrain 544½ ft.; estimated construction cost $224,250, estimated first year operating cost $100,000, estimated first year revenue $100,000. Applicant is licensee of KGBX Springfield. Filed Nov. 30.

TRANSFER REQUESTS

WEAR Pensacola, Fla. — Acquisition of control Gulfport Bcstg. Co., licensee, by Charles W. Smith, from Gene L. Cagle, Lewis O. Seibert and Earle Fletcher, through purchase of 255 shares of stock for $18,000. Before transfer, Mr. Smith has 127½ shares (25%), Mr. Cagle has 127½ shares, Mr. Seibert has 25½ shares and Mr. Fletcher has 102 shares. After transfer, Mr. Smith will have 382½ shares (75%). Filed Nov. 26.

WSFC Somerset, Ky. — Transfer of control Southeastern Bcstg. Co., licensee, from W. Hawes Meade to Meyer Layman through sale of 700 shares (70%) for $54,000. Mr. Layman is manager of WSFC. Refiled Nov. 26 (originally filed Oct. 13).

WKHM Jackson, Mich.—Assignment of CP from WKMH Inc. to Jackson Bcstg. & Television Corp. to simplify administrative, financial and other related problems arising from operation of stations in two different cities (Jackson Bcstg. & Television Co. operates WKMH Dearborn and holds a CP for WKHM). Filed Nov. 26.

KTRY Bastrop, La.—Assignment of license from Morehouse Bcstg. Inc. to Nathan Bolton and A. R. McCleary, d/b as Morehouse Bcstg. Co., through liquidation of stock held by Messrs. Bolton and McCleary for equal partnership interests in firm. No monetary consideration. Filed Nov. 28.

WCRB Waltham, Mass.—Transfer of control from Charles River Bcstg. Co. to Theodore Jones and Stephen Paine through purchase of stock held by Richard C. O'Hare and Deuel Richardson. Mr. Paine is buying Mr. Richardson's ⅓ interest for $20,000 and Messrs. Paine and Jones are buying Mr. O'Hare's ⅓ interest for $10,000 each. Mr. Jones already holds ⅓ interest, bought from L. P. Liles two years ago. Filed Nov. 28.

WICC Bridgeport, Conn.—Assignment of license from Thomas S. Lee Enterprises Inc., licensee, to Bridgeport Bcstg. Co. for $200,000 (contingent on grant of WOR-AM-FM-TV New York to Thomas S. Lee Enterprises, B•T, Nov. 26). Bridgeport Bcstg. Co. is licensee of WLIZ Bridgeport. Filed Nov. 29.

WICC Bridgeport—Transfer of control Bridgeport Bcstg. Co. to G. Gresham Griggs, Philip Merryman and J. Kenneth Bradley, voting trustees (contingent on assignment grant from Thomas S. Lee Enterprises to Bridgeport Bcstg. Co., B•T, Nov. 26). Filed Nov. 29.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 27, FM 65, TV 1. New deletion:

KUMO Columbia, Mo.—Boone County Bcstg. Co., CP, Nov. 23.

GOODWILL STATIONS

Patt Issues Statement

JOHN F. PATT, president of the Goodwill Stations, issued the following statement last week following FCC's action renewing the licenses of WJR Detroit, WGAR Cleveland and KMPC Los Angeles:

We are gratified that the Commission has disposed of this matter. We will always remember gratefully and loyally all who offered and gave us their support. We look forward eagerly and confidently to the future of our stations—and particularly to the opportunities as well as the obligations of operating these stations under the highest standards of public service. We intend to demonstrate our slogan of "The Goodwill Stations" in fact as well as in name.

WJR, WGAR and KMPC, reaching their respective wide areas around Detroit, Cleveland and Los Angeles, will endeavor to deserve the confidence of their listeners, and to exhibit leadership in making radio increasingly effective as a medium of public information, enlightment, understanding and inspiration.

Adherents Explain

(Continued from page 25)

acquired. He cited the difficulty of drawing up language for political telecasts and asked how a station would handle the situation that arose in Philadelphia where a candidate brought in a stuffed skunk and directed his replies on his opponent's statements to the animal. He added that the telecaster "has no right or authority of censorship."

The penal provision is "probably the most controversial," he said, being an innovation though benefiting from experience of other industries. He called the five-man review board a clearing house for complaints, public relations agency, sounding board and grand jury if necessary. Procedural changes will be submitted to the board this week.

As to the code seal, Mr. Brown said stations will have the right to exploit it, and to surrender it if they wish. At the same time, the TV board will have the right to enjoin its use.

He denied charges the code will frustrate creative effort or baffle good taste. "Would it regiment?" he asked rhetorically. "Well, the negative side would limit to a degree—the positive should do anything but that."

Richards Renewals

(Continued from page 23)

265 pages of testimony plus 1,200 exhibits. Only the two-year TV allocations-color-UHF proceedings are believed to have taken more testimony—1900 pages of testimony but only 700 exhibits. The case reportedly cost Mr. Richards $2 million.

Initial charges in February 1948 by former KMPC newscasters alleged that Mr. Richards ordered newscasters to slant their broadcasts in line with his personal political and social opinions. Within the next 30 days, requests for an investigation were received by the FCC from the American Jewish Congress, CIO, Americans for Democratic Action, National Assn. of Radio News Directors, American Federation of Radio Artists and California Democratic State Central Committee (whose chairman was James Roosevelt, eldest son of the late President).

Late in March the FCC ordered an investigation and in November 1948 it ordered a public hearing on the charges [B•T, March 8, 1948 et seq.].

During the course of the heated hearing, which ended in December 1950, the case became a cause celebre—with allegations of persecution, deception, anti-semitism and dictatorship freely and publicly traded among opposing counsel.

Counsel in Case

Representing FCC were Mr. Cottone and Frederick W. Ford, now chief of the Hearing Division of the FCC's Broadcast Bureau. Representing Mr. Richards was Hugh Fulton of the New York law firm of Fulton, Walter & Halley.

Rudolph Halley is the newly-elected president of the New York City Council, who attained prominence as counsel to the Kefauver Committee [B•T, Nov. 12].

Salient portions of the Commission's decision follow:

The assertions in the Supplementary Statements [Mrs. Richards' statements in answer to the FCC's inquiry regarding program policies of the stations] are drafted with reference to the alleged conduct and activities of Mr. Richards which were specified in the designated issues in the renewal proceeding. Preliminarily, however, Mrs. Richards states that in her answer . . ., she understood and assumed that the word "present" in the question referred to the date she subscribed and swore to the transfer applications, June 23, 1951; that her answer was intended to cover policies and schedules in effect on and after June 23, 1951, and not those in effect prior thereto; that by "phrasing her answer as broadly and unqualifiedly as possible, and by not limiting its scope and effect by reference to particular matters, [she] intended that the Commission be given adequate assurance of full compliance by the licensee corporation, its officers and employees with all applicable statutes and Commission rules, regulations and decisions"; that she did not intend to state or imply that there would be no such changes in the program policies and schedules as might be necessary or desirable to improve the operation of the stations and their service in the public interest; and that she did not intend to state or imply that there would not be such changes in the program schedules "as necessarily and normally occur in the operation of a properly conducted broadcast station in the public interest."

Continuing, Mrs. Richards declares that there were not in effect on June 23, 1951, or at any time since then, and that there will not be in the future, any policies, instructions or directives to officers or employees of the three stations or any actions or attempts of any kind, directly or indirectly tending in any way: (1) to present news broadcasts in a manner designed to give a biased or a one-sided presentation of the news . . .; (2) to broadcast false news concerning particular issues or persons . . .; (3) to broadcast editorials of daily newspapers as news items and without identification of such items as editorials . . .: (4) to discriminate in news and other broadcasts in favor of any political causes, groups or candidates as against the interest of other political causes, groups or candidates . . .; (5) or in any manner to promote or further any private political, social or economic views and interests of any officer, director, stockholder or employee of the three stations. . . .

On the contrary, she stated, there were in effect on June 23, 1951, at all time since then, and there will be in the future, the policies set forth in the "Statement of General Policies," attached to the exhibits to her answers . . . (which embodies an exemplary code for the operation of a broadcast station); and all officers, employees and others concerned "were on June 23, 1951, are, and will continue to be, under instructions that they must strictly adhere both to the spirit and the letter of the foregoing, as well as of all other provisions in said 'Statement of General Policies,' copies of which have been, and will continue to be, furnished to all of them."

With further relation to the issues in the renewal proceedings, Mrs. Richards avers: that on June 23, 1951, and at all times since then and in the future, no disciplinary action has been, is being, or will be taken against any officer or employee of the three stations for failure or refusal to do

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any of the things set forth in (1) to (5) above . . ., but that, on the contrary, during such period the officers and employees have been and will continue to be subject to disciplinary action for failure or refusal to adhere to the policies set forth in the "Statement of General Policies"; that neither on June 23, 1951, nor at any time since then, have the facilities of the stations been used, nor will they be used in the future, to do any of the things set forth in (1) to (5) above . . ., but that, on the contrary, the facilities have been and will be used in accordance with the policies set forth in the "Statement of General Policies"; and that neither on June 23, 1951, nor at any time since then, nor at any time in the future will there be, any inaccurate representations made by or on behalf of the corporate licensees, or any of its officers, employees or stockholders to the Commission. . . .

Copies of the Commission's letters of September 6, 1951, were furnished the General Counsel of the Commission, and to others in interest. On October 5, 1951, there was filed with the Commission a document entitled "Comments of General Counsel and Chief of the Broadcast Bureau concerning Supplementary Statements of Executrix."

In these Comments the General Counsel and the Chief of the Broadcast Bureau reiterate their objection to "a decision on the renewal applications without following the normal procedures for disposition of formal proceedings"; state that in their opinion the Supplementary Statements are not responsive to the Commission's request for clarification in the letters of September 6, 1951; contend that in the light of the record herein and the position repeatedly taken by the corporate applicants, the Supplementary Statements do not give adequate assurance that the applicants' concept of operation "in the public interest" and "in accordance with applicable statutes, Commission rules and decisions" is at all different from the policies and practices which occasioned these proceedings; maintain that in the light of the past conduct and actions of the present officials of the stations, substantial doubt exists as to the reliance which can properly be placed upon the representations in their affidavits, especially since, as they assert, these officials have not unequivocally repudiated past objectionable practices; and argue that the proceedings should not be terminated without a "decision containing findings based upon all the facts of record," including rulings on the motives and credibility of various persons upon which a cloud has been cast by the tactics of the applicants in the renewal proceedings.

Accordingly, they request that the Commission (1) grant their motion to direct the Examiner to issue an Initial Decision containing findings and conclusions upon the entire record, or (2) consider their exceptions with the view to the issuance of a decision by the Commission itself; and pending the issuance of a decision by the Examiner or the Commission that the Commission reject the Supplementary Statements or defer consideration thereof.

We are of the opinion that the Examiner properly concluded that the death of Mr. Richards rendered moot the questions presented under the issues of the renewal proceeding, as the only subject of inquiry was the qualifications of the licensees while under Mr. Richards' personal direction or control. To arrive at this determination it was obviously unnecessary for him to make the detailed findings and conclusions requested by the General Counsel, as they were no longer material.

We cannot agree with the General Counsel and the Chief of the Broadcast Bureau that the transcript reference cited by them [Answers of John Patt, president of the stations, to questions regarding past and future policies of the stations]" indicates that Mr. Richards' death did not mark a terminating point in the proceedings; there is no connotation in that testimony that the allegedly improper practices under Mr. Richards' regime would continue.

However, the Examiner did not rule on the ultimate issue upon which the matter was designated for hearing—whether "in the light of the facts adduced under the foregoing issues [relating to the role of Mr. Richards] to determine the qualifications of KMPC, The Station of the Stars, Inc.; WJR, The Goodwill Station, Inc.; and WGAR Broadcasting Company . . . a grant of the said applications would serve the public interest, convenience and necessity" . . . Despite the fact that dismissal, as such, without passing upon the designated material issues, is not a prerogative of an Examiner, any strictures against the propriety of the Examiner's ruling herein are of no moment in the light of the action we ourselves are taking today.

We have given careful consideration to the Supplementary Statements and the Comments of the General Counsel and the Chief of the Broadcast Bureau. The Supplementary Statements, in our opinion, are responsive to our letters of September 6, 1951, and constitute a rejection of the alleged practices and policies which led to the institution of the renewal proceeding and a positive representation, upon which we rely, that the alleged practices and policies of the type under inquiry in the renewal proceeding will not occur in the future.

CHRONOLOGY OF RICHARDS CASE

FEB. 28, 1948: Clete Roberts and George E. Lewin, former employes of KMPC Los Angeles, charge news slanting by that station.

MARCH 6, 1948: Maurie Starrels, formerly of KMPC, files deposition with FCC charging news slanting by that station. Joining in demand for hearing are American Jewish Congress, CIO, Americans for Democratic Action, National Assn. of Radio News Directors, American Federation of Radio Artists and California Democratic State Central Committee (James Roosevelt, chairman).

MARCH 11, 1948: American Jewish Congress petitions FCC to revoke license of KMPC.

MARCH 24, 1948: CIO asks FCC to hold hearings on news slanting charges.

MARCH 24, 1948: FCC announces investigation into charges.

NOV. 12, 1948: FCC orders public hearings on charges.

SEPT. 28, 1949: FCC designates hearing on license renewal applications for WJR Detroit, WGAR Cleveland and KMPC Los Angeles.

MARCH 13, 1950: Hearings begin in Los Angeles before FCC Hearing Examiner J. Fred Johnson.

MAY 2, 1950: Hearing Examiner Johnson dies.

MAY 4, 1950: FCC appoints FCC Hearing Examiner James D. Cunningham to replace late Mr. Johnson.

MAY 23, 1950: FCC strikes record of proceedings held before late Mr. Johnson, orders hearing *de novo* (anew) in Los Angeles.

JUNE 14-OCT. 19, 1950: Hearing held in Los Angeles.

NOV. 21-DEC. 21, 1950: Hearing held in Detroit and record closed.

APRIL 30, 1951: Proposed findings and conclusions filed by applicants.

MAY 14, 1951: Proposed findings and conclusions filed by FCC General Counsel.

MAY 28, 1951: G. A. Richards, principal owner of stations and subject of charges, dies in Detroit.

JUNE 14, 1951: Initial decision, recommending dismissal of case due to death of Mr. Richards, issued by Hearing Examiner Cunningham.

JUNE 15, 1951: FCC General Counsel and Chief of Broadcast Bureau petition FCC to set aside initial decision.

JUNE 25, 1951: Stations' counsel opposes above petition.

JUNE 29, 1951: Applications for involuntary transfer of control of stations to Mrs. Richards filed with FCC.

SEPT. 7, 1951: FCC asks Mrs. Richards for clarification of program policies of stations.

SEPT. 17, 1951: Mrs. Richards replies to FCC letter on program policies.

NOV. 28, 1951: FCC renews licenses of stations, approves transfer of control to Mrs. Richards.

NBC Merchandising

(Continued from page 27)

he told the affiliates, "we want you . . . to provide the means for cementing our merchandising operations in the interest of network advertisers at the local level. This means that we want you to provide the manpower for the all-important follow-up.

"NBC merchandisers will arrange for the cooperation of the big chain organizations, as well as the important department stores and other key outlets, but it is vital to the success of this plan that some means be provided for implementing the job at the local level."

The first strictly "merchandised" program series advanced by NBC is its "Market Basket Plan," consisting of three shows to be offered Tandem style but with affiliates also asked to devote one minute per half-hour show to their local super-market handling the products advertised on the shows (see story page 23).

NBC's Belief

NBC, Mr. Dodge reported, "has fully recognized the significance of merchandising and firmly believes that this vital force is absolutely essential to a hard-hitting sales operation in today's market."

He thought his network's service would correct existent "misunderstanding" about merchandising by helping stations to offer advertisers a rounded and effective merchandising service.

Stations, he continued, cannot be "unprepared for the sales battles of 1952 and the years beyond, or oblivious to the growing competition and the sales facts of life."

Mr. Dodge said:

"Merchandising will force a closer relationship between us and the sponsors and their advertising mediums. At the same time it will build trade acceptance for radio as a medium on the part of large and important retail organizations in all fields and thereby strengthen your position with local and spot advertisers. But above all, when this work is properly done, it will act as insurance on the good will of present sponsors, help sell new advertisers and, most importantly, stabilize and maintain rates."

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
3R's=1st
The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.
Represented by Raymer
CBS

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Marks
MANHATTAN
On Records: Dinah Shore-Tony Martin — Vic. 20-4315; Mickey Rooney—MGM 30170; Jimmy Dorsey-Pat O'Connor — Columbia 39578; Lee Wiley—Col. 39202; George Auld—Coral 60612.
On Transcription: Cocoanut Grove Orch.—Standard.
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.
BMI

at deadline

NEW APPOINTMENTS ANNOUNCED BY FCC

APPOINTMENTS to head branches of FCC Broadcast Bureau divisions were officially announced Friday. Following are new chiefs:

Aural Facilities Division, James W. Barr, chief—David S. Stevens, New & Changed Facilities Branch; Wallace E. Johnson, Existing Facilities Branch; Bruce S. Longfellow, Allocations Branch.

Television Facilities Division, Cyril M. Braum, chief—Joseph N. Nelson, Applications Branch; Hart S. Cowperthwait, Technical Branch.

Renewal & Transfer Division, Dwight D. Doty, chief—Walter R. Powell Jr., Transfer Branch; Sol Schildhause, Renewal Branch; LeRoy Schaaff, Compliance Branch.

Hearing Division, Frederick W. Ford, chief —Robert J. Rawson, assistant chief. Rules & Standards Division, Paul Dobin, chief—Arthur Scheiner, assistant chief. Named as Administrative Assistant of Broadcast Bureau was Lavelle W. Hughes. Broadcast Bureau is headed by Curtis B. Plummer, with Joseph M. Kittner as assistant chief.

NEW COLOR TUBE

NEW COLOR TV tube announced by Lee Hollingsworth, president of WKBS Oyster Bay, N. Y. According to description small cathode ray tube has mercury, oil or other liquid within bulbous end. From outside tube, three colored lights, triggered in synchonization with color TV camera, direct beam to strike liquid in tube, thus producing color picture. Invention described as mainly for amplification for large screen color TV. Use of liquid indicates kinship with Swiss Eidophor system of theatre TV, for which 20th Century-Fox has U. S. rights [B•T, Nov. 19]. Use of outside light source also sounds similar to Skiatron system of large-screen TV.

WBKB (TV), IBEW AGREE

WBKB (TV) Chicago and IBEW Local 1220 came to agreement on new contract last week. Signing delayed by Wage Stabilization Board. Will convene Wednesday to consider reduction in escalator clause from four to three and one-half years for worker to receive maximum wages. Contract, when signed, will be retroactive to May 1 and will expire Sept. 1, 1952. It provides for starting wage of $80 instead of $72.50 for engineers and technicians, three instead of two weeks vacation and extra pay for holidays. Maximum remains at $137.50 weekly.

WCOL SALE HEARING

HEARING on sale of WCOL Columbus, Ohio, from Pixleys Inc. to Secretary of Commerce Charles Sawyer was postponed from Dec. 6 to Jan. 10 Friday. FCC acted on motion of both parties. Petition for reconsideration of FCC's hearing order was filed last month, avowed that overlap among Sawyer-owned WIZE Springfield and WING Dayton and WCOL were negligible, should not be considered reason for questioning $100,000 purchase of Pixleys Columbus station [B•T, Oct. 29].

TV HELPS FOOTBALL GATE

THREE times as many men in families having TV sets attended professional and college football games in Pittsburgh than attended from families without TV sets, according to a survey conducted by Guide-Post Research, Pittsburgh.

Survey showed that 32% of men in families with TV sets attended at least one game of Pittsburgh Steelers in 1950 compared to 11% of men in non-TV homes. In case of college games, 24% of men in TV families attended a game compared to 8% in non-TV families.

Of men who attended Steeler game, 62% also watched team on TV with 32% of non-attenders watching games on TV. Of men attending college game, 75% also watched college games on TV, with 60% of non-attenders seeing college games on TV. Some of reported viewing on TV includes films shown several days later.

NCAA FOOTBALL TEST SUCCESS, SAYS FUREY

EXPERIMENTAL football TV program of National Collegiate Athletic Assn. was success despite efforts of pressure groups to wreck it, Ralph Furey, Columbia U. athletic director, and member of NCAA TV committee, asserted Friday.

Dept. of Justice claim that plan violated anti-trust laws constitutes reversal of Dept.'s 1949 stand in baseball case, he said, adding that results of survey will be ready for NCAA convention in January.

Robert Hall, Yale U. athletic director also member of NCAA committee, refused to divulge names of pressure groups but said he would like to see list of phone calls to Dept. of Justice between February and September of this year.

NAM BROADCAST

SPECIAL broadcast from Dec. 7 Congress of American Industry, under auspices of National Assn. of Manufacturers and featuring interview with newly elected NAM president, scheduled for 5:15-5:30 p.m. (EST) over ABC radio network as culmination of three-day 56th annual NAM congress.

NBC CODE CONSCIOUS

TOP NBC television performers have received letters from President Joseph H. McConnell in which he urged them to be on guard against "borderline material" and to feel personally free to bring possible instances to his personal attention. Citing criticisms of industry for violations of good taste, he wrote, "My honest belief is that in the main, NBC programs do not constitute targets at which shots can be aimed justifiably. Unfortunately, however, there are exceptions which have occurred as the result of bad judgment here and there."

PEOPLE...

SCOTT EDDY, of Badger & Browning & Hersey where he was American Chicle account executive, to New York radio sales staff of The Katz Agency.

RALPH DENNIS, ABC-TV network sales, slated to join The Katz Agency, New York, as video salesman effective Dec. 17.

SAMUEL MENDLESON, director of advertising and sales promotion, MOAR Inc., Omaha, to B. T. Babbitt Inc. (BAB-O and Glim), N. Y., as director of advertising and merchandising.

DWAYNE MOORE, NBC, to Lennen & Mitchell, N. Y., as analyst on radio and television ratings.

WILLIAM KING Jr., general sales manager, International Milling Co., Minneapolis, to Kenyon & Eckhardt, N. Y., as account executive.

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs, will be principal speaker at annual convention of National Appliance and Radio Dealers Assn. in Chicago's Conrad Hilton Hotel Jan. 13-15.

GERTRUDE BERG, creator of *The Goldbergs* both as author and actress, Thursday appointed chairman, women's division, Sister Kenny Foundation. Mrs. Berg will direct women's activities for 1951 fund drive, Dec. 1 through 15.

IRV R. RILL, specialist in food and drug advertising, formerly with Grant Adv., has joined Duane Jones Co. New York, to handle Vitamin Corp. of America, fourth account announced by Jones since re-opening agency. Billing of account reported at rate of seven figures.

MILTON E. KRENTS, producer, *Eternal Light,* Brandt & Brandt Productions, named story consultant on *Robert Montgomery Presents* on NBC-TV.

JOSEPH WARD, president of Advertising Research Bureau Inc., Seattle, has accepted invitation to address January meeting of Chicago Radio Management Club.

KSYL TO BUY KVOB

CONTRACT has been signed by Louisiana Baptist Convention officials to sell KVOB to owners of KSYL, both in Alexandria, La. Owners of KSYL will sell that station if KVOB purchase is approved. Price about $58,000, same amount which Louisiana Sen. Dudley J. LeBlanc had contracted to pay for station. Sen. LeBlanc's application for transfer was dismissed at his request by FCC earlier in week. KSYL, on 1400 kc with 250 w, is jointly owned by Harold Wheelahan, general manager of WSMB New Orleans and Milton Fox, KSYL manager. KVOB is licensed for 970 kc with 1 kw and has FCC approval to remain silent pending sale. Sen. LeBlanc, in petition to cancel purchase, gave as reasons financial difficulties, political ambitions, and trouble with government.

SWIFT CANCELS

SWIFT & Co., Chicago, for Jewel shortening and oil, cancels *Red Foley Show* on NBC from WSM Nashville Dec. 21. J. Walter Thompson, Chicago, considering use of regional networks and spot programming for same show.

"In The Heart of America..."

It's the

KMBC KFRM

Team...and It's

Wholehearted!

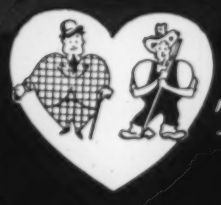
Wholeheartedly reliable . . .

In the course of more than thirty years of broadcasting, Arthur B. Church, president and founder of the KMBC-KFRM Team, has taught the folks in the Heart of America a great lesson. That lesson is the fact that wherever they go there will be radio—and—if it's KMBC-KFRM, it will be *good* radio.

This earnest policy of reliability spreads both ways. Listeners in the rich Kansas City Primary Trade Area look to The KMBC-KFRM Team as they have for years, for the latest and greatest in broadcasting. They name The Team their favorite source for news, sports, special events, educational programs and fine wholesome entertainment day in, day out, year after year.

At the same time, advertisers find that radio schedules placed on The Team get results. They know that they can depend on KMBC-KFRM for reliable service, and be sure that their sales messages are reaching the major share of the radio audience.

Yes indeed, The KMBC-KFRM Team is wholeheartedly reliable. That's why KMBC-KFRM has and holds the audience and why to sell the whole Heart of America, wholeheartedly, it's . . .



The **KMBC-KFRM** Team

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY